

Earl of Sandwich Now Open In Downtown Disney at the Disneyland Resort

ANAHEIM, Calif. October 25, 2012– Downtown Disney at the Disneyland Resort welcomes Earl of Sandwich, created by the direct descendent of John Montagu, the Earl who invented the sandwich in 1762. Earl of Sandwich will have a grand opening ribbon-cutting ceremony on Friday, November 2nd at 2pm.

“We are thrilled to bring Earl of Sandwich to Downtown Disney,” said Daniel Delcourt, vice president, Disneyland Resort Hotels and Downtown Disney. “This delicious addition is sure to be popular with our guests, and the restaurant is a perfect complement to Downtown Disney’s distinctive dining, shopping and entertainment.”

“We are looking forward to the grand opening of our newest location to Downtown Disney,” said Robert Earl, chairman of Earl of Sandwich. “The success we’ve experienced at Walt Disney World, Disneyland Paris and our other 22 locations have proven that the quality of our food and dining experience will bring guests back time and time again.”

The new location will feature signature hot sandwiches including *The Original 1762*, a sandwich of freshly roasted beef, sharp cheddar and creamy horseradish sauce all on freshly baked artisan bread.

In addition to the “World’s Greatest Hot Sandwich,” Earl of Sandwich serves a line of flavorful wraps, fresh, hand-tossed salads, high-quality soups, a kid’s menu, and other side items.

The restaurant will feature fresh, premise-baked cravable treats – cookies, brownies, muffins, and bites, and Earl of Sandwich will offer a full array of cold beverages, including the delicious Earl’s Lemonade. The restaurant also will offer hot, freshly made breakfast sandwiches and special Kona blend specialty coffee and pastries.

Customers also can learn a little history while they eat signature sandwiches such as *The Original 1762* and *The Full Montagu*, which draw their names and inspiration from John Montagu, the Fourth Earl of Sandwich.

To wit, in 1762, John Montagu, the fourth Earl of Sandwich, had his hands full, literally. As First Sea Lord, he commanded the mighty British Navy, was a noted explorer, and also a dedicated gambler. This led to little time for food, so he came up with the ingenious idea of putting meat between two slices of bread. Thus in 1762, the sandwich was born and named after its inventor, the Earl of Sandwich.

Now, nearly 250 years later, John Montagu, the current 11th Earl of Sandwich and his family remain passionate about the world’s most popular quick food that carries their name. Together with restaurant entrepreneur Robert Earl, they have developed the sandwich everyone has been waiting for...The World’s Greatest Hot Sandwich[®].

At Earl of Sandwich they don’t serve mere sandwiches. They serve THE WORLDS GREATEST HOT SANDWICH, like no other. It’s not a Panini, it’s not a toasted sub sandwich, and it is unlike any other sandwich in the world. Every sandwich is baked and made to order on unique artisan bread. The sandwich is made by hand, then as the sandwich is sent through a special oven, the bread bakes and the sandwich gets piping hot. It is then finished with toppings and produce, all prepared fresh daily. It’s all incredibly quick; the sandwiches only take 4 minutes from order to finish. All meats and cheeses are prepared fresh and sliced daily in-house.

It truly is GREAT FOOD, SERVED FAST.

About Earl of Sandwich:

In 1762, John Montagu, the 4th Earl of Sandwich, came up with the ingenious idea of putting meat between two slices of bread. Now, 250 years later, the current 11th Earl and the rest of the Sandwich family remain passionate about the world's most popular quick food that carries their name. Joining forces with entrepreneur Robert Earl, the first Earl of Sandwich restaurant opened in Orlando, FL at Downtown Disney in 2004. Currently, there are Earl of Sandwich restaurants in the US, in markets such as New York, Atlantic City, Anaheim, Philadelphia, Detroit, Texas, Florida, and other markets as well as internationally in London and Paris. All Earl of Sandwich locations bake fresh artisan bread with every hot sandwich order and meats are roasted daily using traditional family recipes. Classic hot sandwiches are available, as well as soups, salads, wraps, desserts and a large selection of beverages. For more information www.earlofsandwichusa.com. Follow us on Twitter @earlofsandwich and like us on Facebook Earl of Sandwich.

About the Disneyland Resort

Located on approximately 500 acres in Anaheim, Calif., the Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney California Adventure park – plus the Downtown Disney District comprised of unique dining, entertainment and shopping experiences. The Resort's three hotels are the 948-room Disney's Grand Californian Hotel & Spa, the 969-room Disneyland Hotel and the 481-room Disney's Paradise Pier Hotel. With 23,000 cast members, the Disneyland Resort is Orange County's largest employer and a \$4.7 billion annual contributor to the local economy. The Resort has welcomed more than 550 million guests since opening on July 17, 1955. For detailed information about the Disneyland Resort, please visit www.disneyland.com.

Earl of Sandwich Delicious Menu

Earl of Sandwich will be open 8:30 a.m. to midnight, seven days a week. There are 14 hot sandwiches available, all priced at \$6.99:

- **THE ORIGINAL 1762** (Freshly Roasted Beef, Sharp Cheddar Cheese & Creamy Horseradish Sauce)
- **THE FULL MONTAGU** (Freshly Roasted Beef, Turkey, Aged Swiss & Sharp Cheddar Cheese, Lettuce, Roma Tomatoes & Earl's Mustard Sauce)
- **ALL AMERICAN** (Roasted Turkey, Buttermilk Ranch, Cranberries, Sharp Cheddar Cheese, Lettuce & Roma Tomatoes)
- **THE EARL'S CLUB** (Roasted Turkey, Smoked Bacon, Aged Swiss Cheese, Lettuce, Roma Tomatoes & Sandwich Sauce)
- **THE ITALIAN** (Salami, Capicola, Roasted Ham, Mozzarella, Zesty Italian Dressing, Mozzarella Cheese & Roma Tomatoes)
- **BEST BLT** (Smoked Bacon, Lettuce, Roma Tomatoes & Seasoned Mayonnaise)
- **HAWAIIAN BBQ** (Grilled Chicken, Roasted Ham, Aged Swiss Cheese, Fresh Pineapple & Hawaiian BBQ Sauce)
- **CANNONBALLS** (Meatballs, Mozzarella, Parmesan Cheese & Marinara Sauce),
- **TUNA MELT** (Tuna Salad & Aged Swiss Cheese)
- **VEGGIE** (Feta Cheese, Lettuce, Roma Tomatoes, Cucumber, Red Onion, Roasted Red Peppers & Mediterranean Dressing)
- **CAPRESE** (Fresh Mozzarella, Roma Tomatoes, Fresh Basil & Drizzled Balsamic Vinaigrette)
- **CARIBBEAN JERK** (Grilled Chicken, Roasted Red & Banana Peppers & Spicy Jerk Sauce)
- **HAM & SWISS** (Ham, Aged Swiss Cheese & Earl's Mustard Sauce).
- **CHIPOTLE CHICKEN AVOCADO** (Grilled Chicken, Bacon, Sharp Cheddar, Avocado, Lettuce & Chipotle Sauce)

Additionally, there is also a breakfast menu serving a choice of five made-to-order hot breakfast sandwiches from 8:30 a.m. to 11 a.m. Monday to Friday and 10 a.m. to 11:30 a.m. on Saturday and Sunday. The restaurant offers take-away service as well.

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