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## **COUSINS SUBS® BRINGS BACK FAN-FAVORITE PULL TAB PROMOTION**

*Guests receive unique pull tab with qualifying purchase, each with a chance to win exciting prizes.*

**MILWAUKEE (May 27, 2025)** – [Cousins Subs®](#) is excited to bring back its popular Pull Tab Giveaway—offering guests the chance to win big this summer. Now through July 6, 2025, or while supplies last, customers will receive an exclusive Cousins Subs pull tab with the purchase of any 7 ½” sub or Sub in a Bowl.

Every pull tab reveals a prize or message, with exciting rewards including free subs for a year, discounts on future purchases and classic Cousins treats like cookies, fries, chips and more.

“Pull tabs are a staple of Wisconsin fun, and we’re proud to put our own twist on the tradition again this year,” said Justin McCoy, vice president of marketing at Cousins Subs. “Whether guests walk away with a prize or a great meal, this promotion is our way of saying thanks and adding an extra layer of excitement to their summer visit.”

The Pull Tab Giveaway is available at participating Cousins Subs locations in Wisconsin and Indiana. Game pieces are limited to one per customer, per transaction, per day, while supplies last.

For more information about the Pull Tab Promotion and to find a Cousins Subs location near you, visit [cousinssubs.com/pulltabs](https://cousinssubs.com/pulltabs).

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### **ABOUT COUSINS SUBS**

Wisconsin-based [Cousins Subs®](#), a family-owned, fast casual sub shop established in 1972 by Bill Specht and his cousin, is driven by the mission to Believe in Better – both in the quality of food it serves and in the communities it supports. Cousins Subs and its franchisees operate nearly 100 sub sandwich shops in Wisconsin and Indiana, providing guests with quality deli fresh and made to order grilled subs using only the freshest ingredients on its signature bread baked daily. For more information, visit [www.cousinssubs.com](https://www.cousinssubs.com). You can also find Cousins Subs on Facebook, LinkedIn, Twitter, Instagram and TikTok.