Restaurant Research®

Concept Analysis & Benchmark Report

Jimmy John's 2026

Executive Summary

Jimmy John's is the 3rd largest sub sandwich chain by domestic system sales, behind Subway & Jersey Mike's but ahead of Firehouse & Potbelly. JJ has gained 2%+ share of the $1B+ sub-sandwich chain segment's aggregate system-wide sales (to 15.5%) over the last 10 years as the only national sub chain offering in-house delivery. JJ's "Gourmet" Sandwiches stack up well in terms of quality and it is notable that its menu pricing is less expensive than Jersey Mike's & Subway. Resultantly, the chain has enjoyed strong comp growth over the last 4 years and its going forward momentum is supported by a new toasted sub line which will serve as its innovation platform, helping the chain to continue outperforming around its new news production. In conclusion, Jimmy John's continues to be well positioned as a solid player in the popular sub-sandwich category, distinguished by quality products, easy access and solid value.

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Parent Company Summary

Parent Company	Ticker	Corp. Debt Rating	Net Debt [(1)]/ EBITDA	EV/ EBITDA	Stock Performance		
					2024	TTM	Aug-25
Inspire Brands, Inc.	Private	Not Rated	N/a	N/a	N/a	N/a	
$1B+ Chains			5.40	14.47	-3.8%	-4.3%	

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(1) Net Debt includes operating leases.

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