

Our Story

As your neighborhood sandwich shop, Port of Subs has been bringing people together since 1972. Our story began when two brothers from New Jersey opened a modest submarine shop in Sparks, Nevada, called the “Sub Shop”. However, it was John Larsen and his family who recognized the potential and eventually gained full ownership in 1975. Determined to set themselves apart from imitators, they launched a community-wide contest to find a new name. After reviewing over 10,000 entries, the name “Port of Subs” was born.

Since then, Port of Subs has been known for its made-fresh-to-order sandwiches, using freshly sliced, top-quality meats and cheeses, fresh-baked breads, and zesty dressings and spices, all prepared right in front of the customer. Our goal is to deliver an unforgettable experience that keeps our guests coming back for more. With a reputation for outstanding quality and unique taste, our popularity grew, and in 1985, we began offering franchise opportunities to meet the growing demand. Today, Port of Subs has established itself as a leading franchising company in the quick-service restaurant industry.

*At the heart of Port of Subs is a clear mission:
to serve quality products through superior service provided by
friendly, qualified people in a clean and appealing atmosphere.*

Our diverse menu is designed to satisfy every craving, from our famous sub sandwiches to signature hot subs, specialty subs and wraps, fresh salads, breakfast favorites, fresh-baked desserts, and refreshing beverages – there’s something for everyone at Port of Subs.

But we’re not just about serving up great food with a great experience; we are also deeply committed to supporting our communities. Giving back is at the core of our values and culture, and we believe in sponsoring local events, partnering with schools and organizations, and contributing to charitable causes. We strive to be true partners with our neighbors and are dedicated to making a meaningful difference in our communities, as we believe this is the foundation for our success.

In 2023, Port of Subs caught the attention of Area 15 Ventures, a renowned investment firm led by Dave Liniger, co-founder and former CEO of Re/Max. Recognizing our rich legacy, values, and rock-solid business model, he and his team are bringing their franchise expertise to fuel accelerated growth of the brand. We’re excited for a bright future that will bring the unique taste of Port of Subs to more neighborhoods than ever before.

Come experience the Port of Subs difference – where fresh meets delicious, and communities come together over made-fresh-to-order sandwiches. Together, we’ll continue to build meaningful connections and make a lasting impact in the communities we proudly call home.

