

## Indigo Hospitality Group Opens First Jon Smith Subs Location in Pensacola

*Iconic sub restaurant offers fresh, flavorful dining options to Escambia County*

**PENSACOLA, Fla.** (Jan. 27, 2023) – [Jon Smith Subs®](#), committed to serving famously fresh, high-quality grilled subs, opened its first Pensacola location at **5100 9<sup>th</sup> Ave. in the food court at Cordova Mall**. The restaurant features a variety of made-to-order, giant grilled and fresh deli subs stacked with premium ingredients that are complemented by award-winning crispy fries and warm gourmet cookies.

The restaurant offers new technologies to enhance the customer experience, including a self-order kiosk, QR code self-ordering and the ability to notify customers that their order is ready via text as they shop around the mall. Drawn to Pensacola by its strong military presence, this location is the first corporate restaurant to open under the new leadership of Robert Cvetkovski, CEO of Indigo Hospitality Group, which has over three decades of experience in the food-and-beverage industry.

“The Jon Smith Subs brand is an American food icon and we’re proud to carry on its legacy,” said Cvetkovski. “The Pensacola location is the first of many restaurants that we will open in the next year, and we look forward to evolving the brand and expanding its presence throughout the U.S. and beyond.”

Jon Smith Subs continues to grow both nationally and internationally. Under Indigo Hospitality Group’s new ownership, the brand has several franchises contracted to open across various regions, including Tennessee, Georgia, Texas, Florida, California, Canada and the United Kingdom.

The restaurant offers the highest-quality food, prepared in-house with fresh, locally sourced produce and bread that is baked on site daily. Proudly serving meat and chicken that is butchered and sliced at the restaurant, Jon Smith Subs marinates its meats using secret recipes for incredible flavor. The fan-favorite **Steak Bomb**, which has been served to local fanatics for over five decades, comes with a heaping portion of marinated sirloin steak, grilled onions, peppers, mushrooms, bacon, tomatoes and provolone cheese. Jon Smith Subs creates customizable and unique subs that offer something to please every palette, including locally loved sandwiches, like **The Cuban, The Reuben, Hot Pastrami** and **The Gator**.

“We specialize in our Hot Bombs,” added Cvetkovski. “Our guests come to us because of the thrill of the grill – it’s what makes us so special.”

Available for dine-in and takeout, the Pensacola Jon Smith Subs serves lunch and dinner from 11 a.m.-8 p.m. Monday through Thursday, 10 a.m.-9 p.m. Friday and Saturday and 12-6 p.m. on Sunday. The 860-square-foot restaurant offers online ordering and delivery as well as free Wi-Fi. For more information or to place an order online, visit [www.jonsmithsubs.com](http://www.jonsmithsubs.com).

### **About Jon Smith Subs**

Jon Smith Subs® was founded in 1988 in Palm Beach County, Florida with the commitment to serve the absolute highest quality overstuffed, marinated grilled sirloin steak, real chicken breast and fresh giant deli subs. With a pledge to use the highest quality meats and ingredients, bake their bread fresh every day, and offer made-to-order fries, Jon Smith Subs guarantees large-portioned, mouth-watering meals that are fresh and delicious. For more information about Jon Smith Subs visit [www.jonsmithsubs.com](http://www.jonsmithsubs.com)

