Sandwich shops in Italy: brand by brand

We asked 13 AI assistants where to find sandwich shops in 7 cities in Italy, with the same 5 questions in every city: where to get a good sandwich in the centre, a gourmet sandwich, cheap street food, where to grab a quick sandwich, and the best sandwich shop. That makes 449 valid answers, collected on 15 November 2026.

The questions, and how often people search for them on Google

Monthly Google searches in Italy, averaged over the last twelve months and added up across the 7 cities (Google Ads via DataForSEO, as of 15 November 2026). Questions to assistants are longer than Google searches, so the most-searched wording on the same topic is shown next to each one.

1. «dove mangiare un panino buono in centro a [city]»: 0 searches a month. The most-searched wording on the same topic: «panini [city]», 5,226 searches a month.
2. «panino gourmet a [city]»: 191 searches a month as «panino gourmet [city]». The most-searched wording on the same topic: «panini gourmet [city]», 224 searches a month.
3. «street food economico a [city]»: 0 searches a month. The most-searched wording on the same topic: «street food [city]», 9,099 searches a month.
4. «dove mangiare un panino veloce a [city]»: 0 searches a month. The most-searched wording on the same topic: «pranzo veloce [city]», 191 searches a month.
5. «miglior paninoteca a [city]»: 29 searches a month as «miglior paninoteca [city]». The most-searched wording on the same topic: «paninoteca [city]», 4,570 searches a month.

195 of 449 answers name at least one chain

Count the names, though, and independent sandwich shops come out ahead: 2,864 names of independent sandwich shops against 307 chain names. 245 answers name independent sandwich shops only.

Con Mollica o Senza is the only chain recommended in all 7 cities

46 of 449 answers name it and 41 recommend it, with at least one in every city measured. Among the other chains, the one that shows up in the most cities is All'Antico Vinaio, recommended in 6.

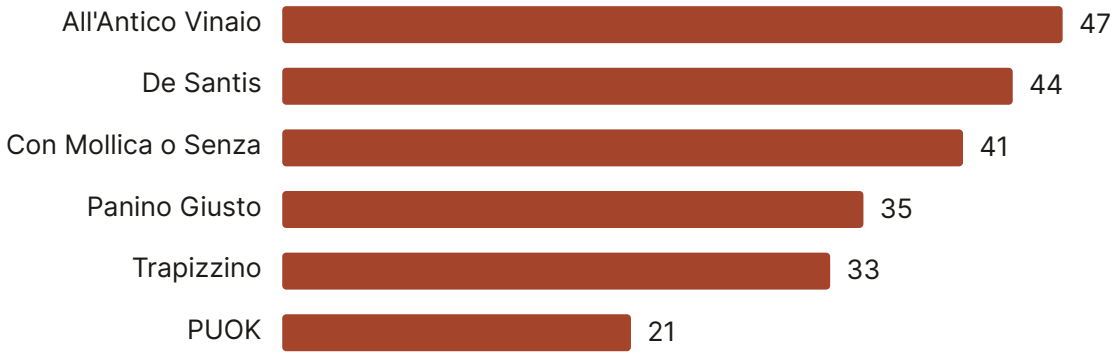
The other chains recommended in at least 10 answers

Besides Con Mollica o Senza, they are All'Antico Vinaio, De Santis, Panino Giusto, Trapizzino and PUOK. Below, brand by brand, are the answers that recommend them and the cities where they show up.

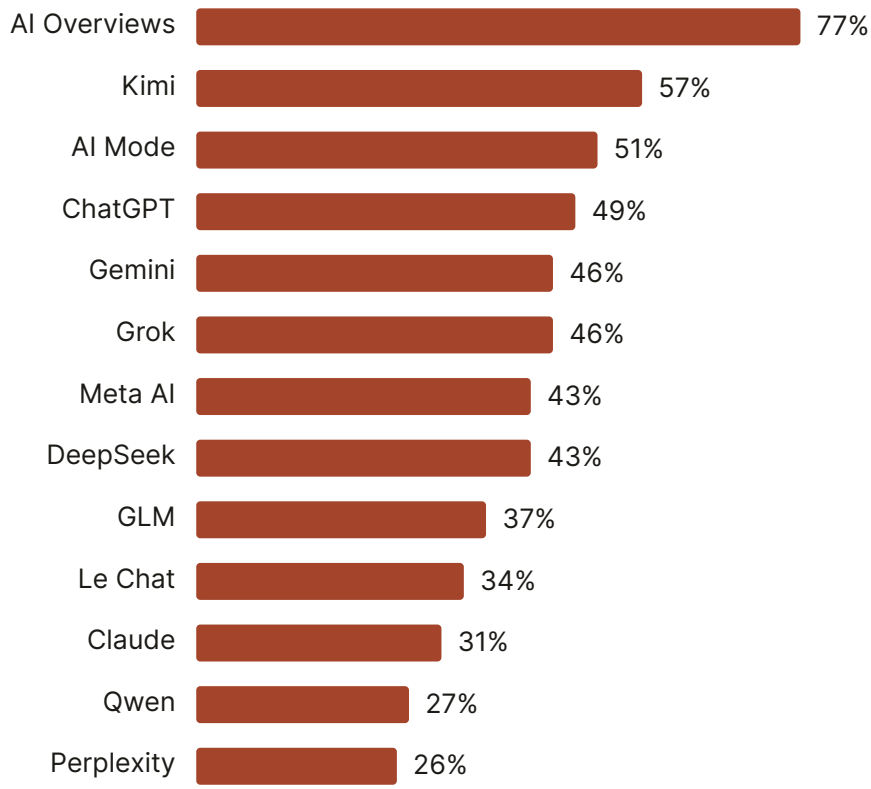
The sites AI reads most when it talks about sandwiches

Of the 286 answers that show the sites they read, tripadvisor.it is read in 76, tripadvisor.com in 67, google.com in 64, wanderlog.com in 60, gamberorosso.it in 52. Each site counts once per answer.

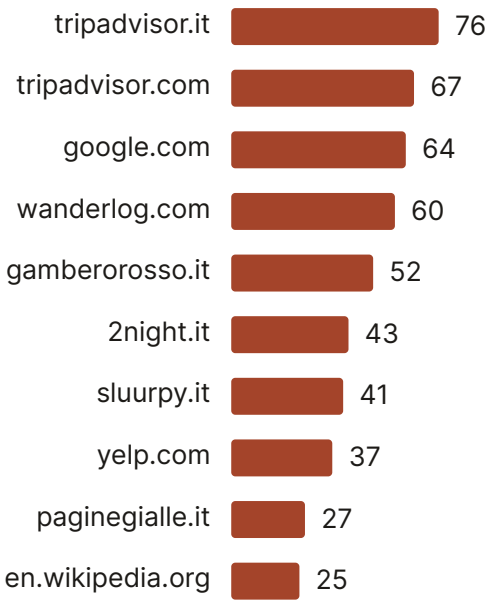
Chains, by answers that recommend them



Answers naming at least one chain, by assistant



Most-read sites, answers



The chains, brand by brand

Out of 449 answers in 7 cities. Answers are the ones that recommend the chain; cities are those where at least one answer recommends it.

Chain	Answers recommending it	Cities
All'Antico Vinaio	47	6
De Santis	44	2
Con Mollica o Senza	41	7
Panino Giusto	35	3
Trapizzino	33	3
PUOK	21	2

Another 3 chains show up in fewer than 10 answers.

City by city: chains and independent sandwich shops

Chains among names: chain names out of all names in the city's answers.

City	Answers	With a chain	Chains among names	Most recommended
Napoli	65	49	16%	PUOK, All'Antico Vinaio, Salumeria Upnea
Milano	64	60	26%	De Santis, Panino Giusto, Bar Quadronno
Roma	65	44	11%	Mordi e Vai, Pane e Salame, Trapizzino
Torino	63	16	4%	Master Sandwich, Accademia del Panino, Mollica
Bari	65	13	3%	MastroCiccio, Pescobar, Panificio Fiore
Palermo	64	2	1%	Antica Focacceria San Francesco, Porta Carbone, Friggitoria Chiluzzo

City	Answers	With a chain	Chains among names	Most recommended
Padova	63	11	3%	Dalla Zita, Paninoteca Dal Baffo, Casa Barozzi

Method

Cities: the 7 cities where Con Mollica o Senza has an open location, confirmed by the brand's website and by a third-party source, both checked on 15 November 2026. Every city gets the same 5 questions, in Italian and identical for every assistant; one answer per question and assistant, collected on 15 November 2026.

Assistants: ChatGPT, Claude, Gemini, Perplexity, Grok, Meta AI, Le Chat, DeepSeek, Qwen, GLM, Kimi, AI Overviews and AI Mode, on their top models and with web search where the assistant uses it; AI Overviews and AI Mode are Google's answers, where they appear. Copilot was not measured. AI Overviews' answers are missing in Turin and Padua for the third question, in Palermo for the second and in Padua for the fifth, as are Qwen's in Milan for the second and in Turin for the third. 449 of 455 answers are valid.

DeepSeek answers without searching the web, so it tends to name the best-known brands.

Claude Haiku read the names in the text of each answer. A chain counts once per answer, even when the answer names several of its locations.

Here a chain is a sandwich or street-food brand with locations in more than one city, or several locations in the same city. Delivery apps, review sites and fast-food chains such as Burger King and McDonald's count neither as chains nor as sandwich shops.

De Santis counts as a chain: its website, checked on 15 November 2026, lists locations in Milan and Rome.

Con Mollica o Senza also counts when the answer names its founder, Donato De Caprio. Mollica, on Piazza Madama Cristina in Turin, is a different sandwich shop and is counted on its own.

The report counts the answers where the AI recommends the chain, not the ones that name it only to say it does not fit. A chain shows up in a city if at least one answer recommends it. The opening figure counts every answer that gives the name.

Run a sandwich shop? Mador's free scan tells you which assistants you show up in, and who they name instead of you.

See where your sandwich shop shows up

For chains: Mador measures how AI recommends brands with many locations, city by city.

Mador, "Sandwich shops in Italy: brand by brand", November 2026, mador.ai.