



A Tale of Two QUIZNOS

BY FRED MINNICK

"We trusted in Quiznos. They promised us success, help, and everything else to get us to buy into the dream they were selling. They had a private secret ... to trap you and screw you, the franchisee!" Those words were from Bhupinder "Bob" Baber's suicide letter.

On November 27, inside a California Quiznos bathroom, the former operator shot himself in the chest three times with a pistol.

"Quiznos has killed me. Destroyed my life. Destroyed my family for the past seven years," wrote Baber, who was in the middle of litigation with the sandwich brand. His wife, Ratty Baber, gave

One story, the past, is about suicide, litigation, unhappy operators, and losses. The other story, the future, is filled with cost-cutting promises, amnesty on defaults, and something Quiznos operators haven't had in a long time—hope.

a deposition saying she found the suicide letter on their home computer. QSR magazine has confirmed three other Quiznos operators have committed suicide since 2004. Baber's death is the only one to receive national media attention, including coverage in the *New York Times* and *USA Today*. That's probably because the Toasted Subs

