

The Wawa Way: Milestone Timeline

- 1964**  April 16: Grahame Wood opens the first Wawa Food Market in Folsom, PA to counter changes in consumer trends that created a decline in dairy home delivery.
- 1969**  53 Stores
Wawa Kitchens: Wawa continually experimented with food service even selling fish and chips, meatloaf and fried chicken.
- 1972**  100 Stores
Wawa opens 100th store, located in Marlton, NJ. Wawa stores are now open 24x7 furthering our commitment to simplifying customers' lives.
- 1974**  131 Stores
The goose and gold background are added to the Wawa logo. A student from Villanova (and part-timer from store #9) wins a contest to design a new logo.
- 1975**  148 Stores
Enterprising Wawa store managers begin brewing and selling fresh coffee, along with sandwiches and hoagies.
- 1977**  170 Stores
Dick Wood becomes President & CEO. Wawa begins sharing ownership with associates through a formal Profit Sharing Plan that later evolves into our Employee Stock Ownership Plan.
- 1982**  259 Stores
Wawa's remodel program separates the deli from the check out increasing speed of service and setting the stage for future growth in food service.
- 1988**  433 Stores
Wawa demonstrates commitment to valuing people through launching first President's Club and "Nobody Does It Better" recognition programs. Wawa University and Camp Wawa are also launched.
- 1990**  482 Stores
This year brings tough economic times. Customer count declines. Several major retail chains file for bankruptcy this year.
- 1991**  490 Stores
Value Pricing begins on major product lines including tobacco, soda and hoagies in an effort to combat tough economic times.
- 1992**  500 Stores
Shorti Hoagie® is launched and Wawa hoagies are "power branded." The first Hoagie Day is held at Philadelphia City Hall on May 7; and proclaimed the "Official Sandwich of Philadelphia." The official Wawa Employee Stock Ownership Plan is launched. 500th store opens.

- 1994**  525 Stores
First Wawa "super store" is opened in Tinicum, PA with 5,700 square feet and 50+ parking spots. Branded concepts of Taco Bell® and Pizza Hut are tested.
-  The brutal winter of '94 featured 11 ice and snow storms. Wawa stores showed resolve by remaining open to serve the community and first responders.
- 1995**  515 Stores
ATM's are installed in all Wawa stores. Wawa ATM's have never imposed an upfront surcharge.
- 1996**  497 Stores
First Wawa store with fuel opens in Millsboro, DE. The Sizzli® hot breakfast sandwich is launched.
- 1998**  501 Stores
Wawa Bakery is introduced.
- 2002**  546 Stores
Touch Screen Ordering terminals are installed in all stores improving efficiency and accuracy in fulfilling hoagie and sandwich orders.
- 2004**  542 Stores
Associates expand ESOP ownership by purchasing the shares of an outside investor creating a stronger ownership structure between the founding Wood family and associates. Associates own 26% of Wawa.
- 2006**  562 Stores
Wawa opens its 200th fuel store, just 10 years after opening the very first Wawa with fuel.
- 2009**  571 Stores
Internal Care and the Associates In Need Fund are born to formalize programs around serving associates in times of celebration or crisis.
-  Big Six Values Program is launched and the first Values Story Book is published.
- 2010**  582 Stores
Wawa smoothies are introduced.
- 2012**  606 Stores
Wawa opens its first Florida store in Orlando on July 18 – outside of SeaWorld.
-  Wawa launches Built-to-Order®, espresso-based specialty beverages in all stores. Associate ownership increases to 38%. 600th store opens.
- 2013**  Projected: 647 Stores
Wawa installs ovens and begins baking rolls in store. North Jersey market launch begins.