

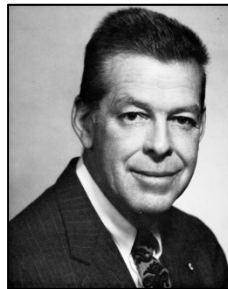


Tommy Summers, Wawa Milkman circa 1950's

Even before the first store opened, the Wawa brand of quality and service had been well-established and held a special spot in the hearts and minds of residents in the Delaware Valley. Tommy Summers, like most Wawa delivery men, had earned trust to the degree that customers gave him the key to their house when out of town.

Grahame Wood & Store #1, Folsom, PA

Early in the 1960's Grahame anticipated the continuing decline of home delivery service of milk and proposed that we build convenience stores as an outlet for the quality dairy products. Store #1 opened on April 16, 1964 in Folsom, PA. American pop culture of the time also featured "great hits" like the invasion of the Beatles, and the introduction of the Ford Mustang.



Interior Shots – circa 1970's

It was a convenience store with a difference: it was fast, fresh and friendly and had value prices. As the offer changed, more parking was needed and the check-out and deli were separated to improve convenience and pave the way to an expanded food service offer.

People on the Go Ad

Wawa grew and expanded and continued to look for ways to simplify customer's daily lives with more choices. "People on the Go, Go to Wawa" was a Wawa slogan in the 70's exemplifying our commitment to "doing it just a little better" by providing busy people on the go with quality choices for breakfast, lunch and dinner around the clock. That vision continues to be a guiding light for Wawa even today.

