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The Wawa Way, On Sale April 16 at a Wawa Store Near You

New Book Authored by Former Wawa President and CEO, Howard Stoeckel, Details How a Funny Name and Six Core Values Revolutionized Convenience

Wawa, PA (April 16, 2014) – Wawa, Inc., today proudly announced the sale of *The Wawa Way: How a funny name and six core values revolutionized convenience*. The book, will be released on April 16, 2014, in tandem with Wawa's 50th anniversary in retail, is authored by former Wawa President & CEO, Howard Stoeckel (with Bob Andelman), and includes a mixture of personal history and business advice. Published by Running Press, *The Wawa Way* chronicles 50 years of Wawa's growth, development, and expansion, giving an insider view of how a small, family company grew into the Iconic brand it is today.

The Wawa Way gives readers a rare glimpse inside the privately owned company told by the man who came to Wawa in 1987, and would soon become the first non-family member to hold the position of Wawa President and CEO. As Stoeckel explains in the forward, "Today, many retail businesses measure excellence by share of market: the percentage of total sales in a specific category that they control at any one time. Banks tend to measure success by share of wallet, and public companies by their share price. At Wawa, our measure of success has always come from a more human place—one that values people, not simply profit. We strive for something we believe is more important and more enduring: share of heart...When you share part of a customer's heart, the service relationship changes. Customers become friends—and in many cases more like family members."

Throughout *The Wawa Way*, Stoeckel provides readers with everything from a historical retrospective of the company's beginnings and evolution, to how the Canada Goose has become the literal and metaphorical symbol of the company, to business principles that have remained steadfast for more than 50 years that all entrepreneurs can learn from. With stories, published for the first time that recount the undying devotion customers' have for Wawa, causing them to do everything from get married in Wawa stores, to getting Wawa tattoos, *The Wawa Way*, as the title claims, shows "How a funny name and six core values revolutionized convenience."

"My journey at Wawa began in 1987, but the journey of Wawa as a living breathing brand is one that never ends, and one that is defined by the passion of our customers and associates," said Stoeckel. "The Wawa Way is not simply a motto, a slogan, or the title of a business book-- it's a way of life, a guide for valuing people, and a road map for building longstanding community relationships. Anyone familiar with Wawa knows we've transcended the boundaries of a typical convenience store, and created relationships with our customers that feel like family. When I retired as President and CEO, I was left with a desire to document a culture that doesn't exist anywhere else in the world, that can't be replicated outside of our walls. I am honored to give readers a window into *The Wawa Way*."

The Wawa Way will be available for \$9.99, chain wide in all Wawa stores and available for \$19.99 on Amazon and in other outlets. Proceeds from the sale of the book will benefit The Wawa Foundation, supporting charities in the communities Wawa serves. For more information go to www.TheWawaFoundation.org or www.wawa.com.



About the Authors

Howard Stoeckel began his career with Wawa in 1987. He held many positions throughout the company before taking the role of Chief Executive Officer from January 2005 to December 2012. Howard has served on the Board of Directors of Amerigas Propane, Inc., Rider University Board of Trustees, and Riddle Memorial Hospital. He is a frequent guest speaker at business conferences.

Bob Andelman is the author or co-author of fifteen books, including *Building Atlanta* with Herman J. Russell, *Fans Not Customers* with Vernon W. Hill, founder of Commerce Bank and Metro Bank UK, *Built from Scratch* with the founders of The Home Depot, *The Profit Zone* with Adam Slywotzky, and *Mean Business* with Albert J. Dunlap. A University of Florida graduate, he is also the host and producer of Mr. Media® Interviews.

About Wawa's Commitment to Fulfilling Lives

Wawa believes that it has a role in making the world a better place. For Wawa associates, that doesn't mean simply filling customer orders – it means fulfilling the lives that they touch everyday. Beginning with its first store, Wawa has worked its way into the hearts, minds and fabric of people's lives. Wawa does it around the clock, in 3 ½ minute doses, every day- 24/7, 365 days a year. Wawa is so committed to this concept, it has made fulfilling lives its ultimate purpose and goal – every day. In 2014, Wawa will extend its commitment to fulfilling lives every day through several groundbreaking initiatives and announcements including: the launch of The Wawa Foundation to formalize and increase its support of charities and community programs; the celebration of its 50th anniversary in the convenience industry; the release of its first book authored by former President and CEO Howard Stoeckel entitled, *The Wawa Way: How a funny name and six core values revolutionized convenience*; and through the opening of 45 new Wawa stores dedicated to enhancing Wawa's presence in our markets and bringing the Wawa experience to more people.

About Wawa, Inc.

Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19th Century, owner George Wood took an interest in dairy farming and the family began a small processing plant in Wawa, PA, in 1902. The milk business was a huge success, due to its quality, cleanliness and "certified" process. As home delivery of milk declined in the early 1960's, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 as an outlet for the Company's dairy products. Today, Wawa is your all day, every day stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 635 convenience retail stores (over 365 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Central Florida. The stores offer a large fresh food and beverage selection, including Wawa brands such as built-to-order hoagies, freshly-brewed coffee, hot breakfast sandwiches, built-to-order specialty beverages, and an assortment of soups, sides and snacks.

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