



FOR IMMEDIATE RELEASE

CONTACT: public.relations@wawa.com

Wawa Enters South Florida Region with Grand Opening of Three Stores in Palm Beach County on March 23

Triple Header Palm Beach County Grand Opening Celebrations Include Charitable Hoagie Building Competitions, Partnership with Feeding South Florida, "Wawa Day" Proclamation, Special Giveaways, FREE Coffee and More!

Palm Beach County, FL (March 23, 2017) – Wawa Inc., today announced a milestone in company history-the grand opening of **three stores in one day** marking its entrance **into South Florida. On Thursday, March 23, 2017** Wawa is hosting a triple header grand opening celebration to officially launch **Wawa's first locations in Palm Beach County.** The stores will be located at:

- **3950 South Congress Ave (Lake Worth & Congress), Palm Springs, FL**
- **1771 South Congress (Congress & Forest Hill), Palm Springs, FL**
- **7289 Garden Road, Riviera Beach, FL**

Wawa will host three in-store celebrations, each of which will include a ribbon cutting and *Hoagies for Heroes* hoagie-building competition benefiting local charities identified by the local fire and police from each area. As Wawa opens its first three stores in the South Florida market, Wawa is launching its lending a helping hoagie program, donating a portion of hoagie sales for these three stores (up to \$5,000 per store) to **Feeding South Florida** with a goal of donating \$15,000 in one week to help fight hunger in the Palm Beach County community.

In addition, each grand opening will feature special giveaways, music, surprises and more! Wawa will also be giving away **FREE any size coffee, all day**, at each of the three new locations for ten days.

"We are thrilled to celebrate our official entrance into the South Florida market as we spread our wings to serve more customers and communities and fulfill more lives each day," said Chris Gheysens, Wawa's President and CEO. "Opening our first locations in Palm Beach County is a significant step toward furthering our ability to invest in Florida by building new stores and creating more jobs. We can't wait to continue our Florida expansion and are honored to be able to open three stores on the same day, and welcome our new neighbors with exciting celebrations three times over!"

Wawa South Florida Triple Header Grand Opening Events Details

During each grand opening police and firefighters, Wawa officials and associates, customers and Wawa's mascot, Wally Goose, will join in a ceremonial ribbon cutting at each of the locations.

The events will proceed as follows:

Ribbon Cutting #1: 3950 South Congress Ave., Palm Springs, FL

8 a.m. doors open, 9 a.m. celebration begins

- **First 100 customers through the door** at this location will receive special surprises including free coffee, hoagies or smoothies for a month or two free tanks of Wawa gasoline
- **Ribbon Cutting Ceremony** featuring Wawa associates and community members joining a parade of Wawa's Florida milestones
- **Sampling of famous Wawa breakfast items and spring-themed giveaways**, while supplies last
- **Remarks by Local Officials: Vice Mayor Joni Brinkman**



- **Representatives from The Village of Palm Springs** will proclaim **March 23 Wawa Day**
- **Feeding South Florida** representatives join Wawa to official kick off a week of “Lending a Helping Hoagie” campaign. As Wawa opens three stores in one day in Palm Beach County, Wawa has committed to donating a portion of hoagie sales (up to \$5,000 per store) to Feeding South Florida to help fight hunger
- A charitable Hoagies for Heroes hoagie-building competition featuring **local heroes (fire, police or first responders)** with donations given to charities selected by the participants
- **Wawa’s President & CEO, Chris Gheysens and Chairman, Dick Wood**, will discuss Wawa’s continued expansion in Florida

Grand Opening #2: 1771 So. Congress Ave., Palm Springs, FL

8 a.m. doors open, 12:30 p.m. celebration begins

- **Sampling of famous Wawa lunch items & fuel-themed giveaways**, while supplies last
- **Ribbon-Cutting Ceremony** featuring Wawa associates and community members joining in a parade of **Wawa Fuel Milestones**
- **Photos with the Wawa Fuel tanker**
- **Special Fuel Price “Reveal”** to showcase new pricing
- **Remarks by Local Officials: Palm Beach County Mayor Paula Burdick**
- **Feeding South Florida representatives** join Wawa to officially kick off a week of “Lending a Helping Hoagie” campaign. As Wawa opens three stores in one day in Palm Beach County, Wawa has committed to donating a portion of hoagie sales (up to \$5,000 per store) to Feeding South Florida to help fight hunger
- A charitable Hoagies for Heroes hoagie-building competition featuring **local heroes (fire, police, or first responders)** with donations given to charities selected by the participants
- **Wawa’s President & CEO, Chris Gheysens and Chairman, Dick Wood**, will discuss **Wawa’s continued expansion in Florida**

Grand Opening #3: 7289 Garden Road, Riviera Beach, FL

8 a.m. doors open, 3 p.m. celebration begins

- **Sampling of famous Wawa snacks and sides and spring-themed giveaways**, while supplies last
- **Ribbon-Cutting Ceremony** featuring Wawa associates and community members joining a parade of **Wawa’s History**
- **Members of Boys and Girls Club Drum Line**
- **Remarks by Local Officials: Mayor Thomas Masters, Commissioner Steve Abrams and Commissioner Mack Bernard**
- **Check Presentation by The Wawa Foundation to Feeding South Florida** to fund a School Pantry Program at nearby Lincoln Elementary School
- **Feeding South Florida representatives** join Wawa to official kick off a week of “Lending a Helping Hoagie” campaign. As Wawa opens three stores in one day in Palm Beach County, Wawa has committed to donating a portion of hoagie sales (up to \$5,000 per store) to Feeding South Florida to help fight hunger
- A charitable Hoagies for Heroes hoagie-building competition featuring **local heroes (fire, police or first responders)** with donations given to charities selected by the participants
- **Wawa’s President & CEO, Chris Gheysens and Chairman, Dick Wood**, will discuss **Wawa’s continued expansion in Florida**
- **A local radio DJ dance party will wrap up the third event; includes line dancing and dance contests**



Triple Header Photo Contest

Special "selfie" spring / Wawa themed photo stations will also be at each grand opening event. Customers attending all three grand opening events are encouraged to share photos with #WawaPBContest, to be entered to win a \$300 in-store Wawa Gift Card! Additionally, customers who show their photos to a Wawa team member on site at the final grand opening of the day will receive coupons.

Hoagies for Heroes Competition

All three grand opening events will include a **charitable Hoagies for Heroes contest**, as representatives from local fire and police, or their designated charity representatives, face off in a battle of bravery, skill and sandwich-making expertise. Each team will be challenged to see who can build the most hoagies in three minutes in the traditional Wawa way. Wawa will conclude the Hoagies for Heroes competitions by making charitable donations on behalf of the winning team's choice.

About Wawa's Florida Expansion

In 2016, Wawa celebrated its historic 100th store opening in the state of Florida. To date, Wawa has 110 stores and plans to open 30 more in the State of Florida throughout 2017. In addition to the three stores opening March 23, Wawa plans to open a total of 10 stores in South East Florida in 2017, and another 10 - 12 store in 2018. Wawa plans to make the South Florida region of Palm Beach and Broward Counties home to 50 new Wawa stores within the next five years. Wawa will also continue to open stores statewide, including 30 new Florida stores in 2017, and 25 – 30 Florida stores per year for the next several years.

The Store openings in Palm Beach and Broward Counties will bring **400 new jobs to the community**. Associates in these full and part-time positions will not only receive competitive salaries and health benefits but will have the opportunity to be enrolled in Wawa's employee stock ownership plan (ESOP) Wawa Associates own more than 40% of Wawa through the ESOP. The new Wawa stores will offer customers numerous Wawa brands, such as the award-winning Wawa coffee (195 million cups sold annually); the Sizzli[®], Wawa's hot breakfast sandwich; Wawa's new line of specialty beverages (hot, cold, iced and frozen); Wawa Bakery; Wawa's built-to-order hoagies (80 million sold annually); and Wawa's beverage line of juices and teas.

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 dairy products. Today, Wawa is your all day, every day stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATMs. In 2015, Wawa was named "America's Most Beloved Convenience Store" by a Market Force study of 7,000 consumers, and in 2016 Wawa was recognized in Forbes as one of America's Best Large Employers, a survey-based ranking of employers offering the best associate experiences and strongest opportunities. A chain of more than 750 convenience retail stores (500 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. The stores offer a large fresh food service 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.