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**Wawa Celebrates Grand Opening of Historic 6<sup>th</sup> and Chestnut Store, the Company's Largest Wawa Store with Historic Celebration**

*Grand Opening Celebration Includes Weekend of Special Events, Honoring of Philadelphia Firsts and Community Partnerships, Mini-Parade, Charitable Hoagie-Building Competition, FREE Coffee, and New Limited Molten Lava "Liberty Latte"*

**Philadelphia, PA (December 14, 2018)** – Wawa Inc., today announced a significant milestone in the company's history—the grand opening of its newest Philadelphia, PA, location and the largest Wawa store in the chain! Located in the historic section of Philadelphia at 150 S. Independence Mall W. (the southwest corner of 6<sup>th</sup> and Chestnut), Wawa's newest Center City store will include a number of one-of-a-kind features and product innovations, along with all the latest in Wawa store designs and offerings. To commemorate this milestone, Wawa is hosting a special grand opening celebration on December 14<sup>th</sup> that includes some weekend activities, and FREE coffee through Sunday, December 16<sup>th</sup>.

**One-of-a-kind Store Design**

Wawa's 6<sup>th</sup> and Chestnut store is not only the biggest Wawa store in the chain, at 11,500 square feet, but it is unlike any other Wawa and includes a number of new product platforms. This one-of-a-kind store will feature elements completely unique to this location that bring to life the Wawa brand in all-new ways, while celebrating all of the "Philly Firsts" that make the City of Brotherly Love such a special and historic place. Highlights of the new store include:

- Two murals within the store created in partnership with the City of Philadelphia Mural Arts Program that feature "Philly Firsts" as imagery
- Seating zones flanking the entrance, providing customers with the comfort of couches or the convenience of café seating, both with a view to the historic downtown
- Industrial and art deco designs, weaving them together with the warmth of copper, and beautiful vaulted ceilings
- A living greenery wall celebrating freshness and quality
- Large digital screens and free Wifi
- An extensive foodservice selection ranging from Wawa's signature hoagies to new freshly made salads; additionally the store has a large bakery area with new pastries, baguettes and French loaves along with an indulgent dessert line featuring chocolate cake slices, cupcakes, and a gluten-free brownie.
- A unique self-serve beverage offer with additional Wawa Reserve coffees and a full serve beverage area with Americanos and Tea Lattes as well as beverages on tap featuring nitro cold brew, teas, and kombucha.
- Another unique item is the limited time – **Molten Lava Liberty Latte**: Our new decadent signature latte made with steamed hot chocolate

"All of us at Wawa are incredibly proud to open our largest store ever in this historic building situated right in the heart of Philadelphia's Historic District," said Chris Gheysens, Wawa President and CEO. "This store is truly special for all of us at Wawa. It combines Philadelphia's unique place in history and the site of many 'Philly firsts' with a unique, brand-new look and the very latest Wawa offerings. We look forward to welcoming new customers into this legendary space and fulfilling the lives of Philadelphians and the millions of people exploring our city's incredible history every year!"



### About Wawa's 6<sup>th</sup> and Chestnut Grand Opening Event

On December 14<sup>th</sup>, 2018, Wawa's 6<sup>th</sup> and Chestnut store will **open to the public at 8 a.m.** with the grand opening ceremony beginning **9 a.m.** The festivities will begin at 8:45 a.m. with a parade-like procession from Chestnut to 6<sup>th</sup> Street highlighting Wawa's history and culture, History Makers from Historic Philadelphia and area mascots, followed by a "Declaration" given by "Thomas Jefferson" acknowledging the opening of the new store. The celebration will include a ribbon-cutting ceremony featuring Philadelphia Mayor Jim Kenney; Wawa leaders and associates; Philadelphia "history makers," including Thomas Jefferson, Betsy Ross and a Fife and Drum core; customers; and Wawa's mascot, Wally Goose.

Wawa will also be giving away **FREE any size coffee, all day**, through the weekend. **The event will proceed as follows:**

- **First 200 customers through the door at 8:00 am** will receive special giveaways
- **Special food sampling for all**
- **Celebration of the "Philly Firsts" murals and special mural coffee cups available exclusively at this location**
- **8:45 a.m. the Wawa Values Day Parade-Like Procession begins, followed by** a performance of our National Anthem by the Fife and Drum core **and a "declaration" from "Thomas Jefferson"**
- **9 a.m. remarks from Wawa President and CEO Chris Gheysens, Philadelphia Mayor Jim Kenney, and more**
- Announcement of community commitments to Historic Philadelphia, Mural Arts Philadelphia
- **9:00 a.m. Ribbon-Cutting Ceremony** featuring Wawa leaders and store team, Mayor Kenney, Philadelphia, "History Makers" and local first responders
- The Hoagies for Heroes hoagie building competition in Wawa's history, featuring Philadelphia's history makers as well **local fire and police** with donations given to charities selected by the participants

### Hoagies for Heroes Competition

In addition, the grand opening will feature a historic *Hoagies for Heroes* hoagie-building competition, featuring Philadelphia history makers and local police and firefighters. The teams will face off to see who can build the most hoagies in three minutes in the traditional Wawa way. Wawa will conclude the Hoagies for Heroes competition by presenting a check on behalf of the team, for \$1,000 to the charity of their choice.

### More About Wawa's Historic 6<sup>th</sup> and Chestnut Store and Special Offerings

Wawa's 6<sup>th</sup> and Chestnut store is a one-of-a-kind location created specifically for Philadelphia's historic district. Housed within the legendary Public Ledger Building, the store features multi-format seating in a rich, warm environment that is the true elevation of the Wawa brand.

The centerpiece of Wawa's newest location will be two murals within the store created in partnership with the City of Philadelphia Mural Arts Program. These murals, named "Philly Firsts," were designed by local artists Willis Humphrey and Keir Johnston. They will tell the story of Philadelphia as a city that launched and pioneered many cultural elements, cementing its place in history as a modern metropolitan that happened to be the site of many "firsts" throughout the years.

Wawa's 6<sup>th</sup> and Chestnut store will also have an extensive and unique product offer available only at this location, including:

- **Fresh-baked goods** such as pastries, cakes, baguettes and other breads
- **Cold beverages** such as kombucha, nitro cold brew, Vietnamese iced coffee, kombucha, and teas



- **Coffee house-style hot drinks** such as americanos, troubadours and a large selection of Wawa Reserve coffee, including Direct Trade Colombia Las Orquiedas (Medium Roast), Sumatra Mandehling (Rich Roast), and Direct Trade Mokha Java (Medium Roast).

To celebrate the history and uniqueness of this location, the store will exclusively feature the Molten Lava “Liberty Latte.” The specialty coffee drink features a combination of a handcrafted hot chocolate and hot latte topped with whipped cream, chocolate sauce topped with Red, White & Blue. This beverage recipe will be available for the first three months after Grand Opening.



#### **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 its dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services, and surcharge-free ATMs. A chain of more than 800 convenience retail stores (over 600 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 custom prepared hoagies, freshly-brewed coffee, hot breakfast sandwiches, specialty beverages, and an assortment of soups, sides and snacks. In 2016 and 2017 Wawa was recognized by Forbes Magazine as one of America’s Best Large Employers, a survey-based ranking of employers offering the best associate experiences and strongest opportunities. In 2017 Wawa was the recipient of a Silver Plate Award in the category of Retail & Specialty Foodservice by the International Foodservice Manufacturers’ Association during their 63<sup>rd</sup> Annual Award Event. Wawa was also designated as a 2017 Best Place to Work for LGBT Equality by the Human Rights Campaign Foundation.*

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