



**FOR IMMEDIATE RELEASE:**

[public.relations@wawa.com](mailto:public.relations@wawa.com)

**Wawa and Rooster Debut Limited Edition Recipe Featuring Meatballs with a Message**

“Hoagies for Hope” campaign offers “Broad Street Meatball” hoagie benefiting Broad Street Ministry

**Philadelphia, PA** (Thursday, March 28) – Wawa, Inc. and The Rooster are excited to launch the “Hoagies for Hope,” campaign featuring the “Broad Street Meatball,” a collaboration featuring a specialty hoagie recipe with proceeds up to \$10,000 benefiting Broad Street Ministry.

April 1 through April 30, customers can visit one of fifteen Center City Wawa stores (list below) and/or The Rooster, located at 1526 Sansom Street, to order this one-of-a-kind recipe created by Wawa’s Own Chef Farley Kaiser and the widely-acclaimed Chef Michael Solomonov of The Rooster. Hoagie ingredients include a toasted Amoroso roll, provolone cheese, garlic aioli, cherry pepper relish, meatballs and parmesan cheese, served warm with a side of satisfaction.

While both Chefs are confident that this savory recipe will satisfy one’s taste buds, it’s sure to satisfy one’s desire to help others as the campaign is designed to bring further awareness and support of Broad Street Ministry; an organization dedicated to transforming our city and our institutions by empowering individuals to embrace the needs of the most vulnerable in our region.

“I consistently call Wawa the gastronomic security blanket of Eastern Pennsylvania - and I stand by that! Wawa's meatball hoagies have been a solid staple of my diet since as far back as I can remember. But what truly stole my heart is their social advocacy programs through The Wawa Foundation. And this April 1st, Steve and I are fired up for The Rooster to combine forces with Wawa in introducing the Broad Street Meatball Hoagie for the Hoagies for Hope campaign which goes towards supporting the essential human services Broad Street Ministry provides for their guests,” said Chef Solomonov.

Mike Sherlock, Chief Product Marketing Officer, Wawa, couldn’t be more pleased with the partnership and stated “We’re delighted to combine quality food and a shared vision for Fulfilling Lives in our community with Chef Solomonov and Steve Cook. Their innovative approach of helping the most vulnerable Philadelphians through donated profits from The Rooster is inspiring and we at Wawa feel privileged to contribute to their impactful mission.”

**Wawa and Rooster are pleased to roll out a MENU OF OPPORTUNITIES for Hoagie Lovers and Community Members to join in on the Month of Meatball festivities:**

- **Thursday, March 28, 9:00 a.m. – 10:00 a.m.**, Wawa Store Grand Opening, 901 South Street, Phila., PA  
Sneak preview and ceremonial build of the first “Broad Street Meatball,” by Wawa’s Chef Farley Kaiser and Chef Michael Solomonov and Steve Cook, The Rooster. Learn about how the ingredients were selected and get your first sample of the hoagie before the official launch on April 1.
- **Monday, April 1, 12:00 p.m. – 1:00 p.m.**, Broad Street Ministry, 315 S. Broad Street, Phila., PA  
Volunteers from Wawa and The Rooster serve the “Broad Street Meatball,” hoagie to approximately 300 friends and neighbors at the daily community luncheon at Broad Street Ministry.
- **Monday, April 1, 1:30 p.m. – 2:30 p.m.**, The Rooster, 1526 Sansom Street, Phila., PA  
Special unveiling of “Broad Street Meatball,” hoagie to customers at The Rooster by Chef Farley Kaiser and Chef Michael Solomonov and Steve Cook. Special appearance by Wawa’s Wally Goose Mascot.
- **Thursday, April 11, 9:30 a.m. – 10:30 a.m.**, Wawa, 6<sup>th</sup> and Chestnut Streets, Phila., PA  
In conjunction with the celebration of 55 years of Wawa, Chef Farley and Chef Solomonov will face off in a live “Chef Showdown,” on Wawa Day, with a friendly competition to see who can make the most “Broad Street Meatballs” in a 5-minute competition

## **Meet our Meatball Masterminds:**



### **Chef Farley Kaiser, Wawa**

Farley Kaiser is the Culinary Manager on Product Development Team at Wawa. A formal culinary education lead to large event catering, scratch cooking, fine dining, corporate dining and private chef events which initiated her dive into a 10-year career as an instructor and Department Chair at Le Cordon Bleu College of Culinary Arts.

At Wawa, Farley drives innovation with new menu items focusing on big flavor, quality ingredients and an excitement for the possibility of future cleaner labels. Her favorite project to date at Wawa has been the launch of Sourdough Melts.

### **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.



### **Michael Solomonov, The Rooster**

Michael Solomonov is the executive chef and co-owner of Philadelphia’s pioneering Israeli restaurant, Zahav, and the co-author of three cookbooks. He is the 2011 James Beard Award winner for “Best Chef, Mid-Atlantic”, a 2016 James Beard Award winner for “Best International Cookbook” and “Book of the Year” for his and business partner/co-author Steven Cook’s first cookbook, *Zahav: A World of Israeli Cooking*, and the 2017 James Beard Award’s “Outstanding Chef.”

In 2018, Zahav was recognized by *Food & Wine Magazine* as one of “The 40 Most Important Restaurants of the Past 40 Years”. In addition to his duties at Zahav, Chef Solomonov co-owns Philadelphia’s Federal Donuts, Dizengoff, Abe Fisher, Goldie, and the philanthropic The Rooster, which donates 100% of its profits to their non-profit partner, Broad Street Ministry Hospitality Collaborative.

### **About The Rooster**

The Rooster is a diner-style Jewish deli in Philadelphia with a special mission: to prove that the interests of for-profit companies and philanthropic organizations can be united to achieve real social change. It is a partnership between Philadelphia’s legendary fried chicken-and-donuts purveyor, Federal Donuts, co-owned by multiple James Beard Award-winning restaurateurs, Steven Cook and Chef Michael Solomonov, as well as Tom Henneman, Bob Logue, and Felicia D’Ambrosio—and Broad Street Hospitality Collaborative. 100% of The Rooster’s profits go to Broad Street, which provides meals and essential services to those experiencing homelessness and hunger in Philadelphia, one of poorest large cities in America. The Rooster was named one of the 2017 “Restaurants of the Year” by *Food & Wine* and one of *GQ’s* “Best New Restaurants in America”. Located at 1526 Sansom Street in Center City, The Rooster is at the intersection of Philadelphia’s political, economic, and cultural hubs, affording people from all walks of life the opportunity to make a tangible impact on the lives of their struggling neighbors just by eating lunch. And what’s more: The Rooster menu is anchored by Matzo Ball Soup made from the backs and bones of Federal Donuts’ chickens – which transforms food waste into profits flowing directly to Philadelphia’s most vulnerable citizens. For more information, contact: [info@theroosterphilly.com](mailto:info@theroosterphilly.com).

**Participating Wawa Stores:**

<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
3604 Chestnut Street	Philadelphia	PA	19104
1707 Arch Street	Philadelphia	PA	19103
912-16 Walnut Street	Philadelphia	PA	19107
2000 Hamilton Street	Philadelphia	PA	19130
3744 Spruce Street	Philadelphia	PA	19104
1602 South Delaware Avenue	Philadelphia	PA	19148
518-520 S. Second Street	Philadelphia	PA	19147
201 South Broad Street	Philadelphia	PA	19107
1900 Market Street	Philadelphia	PA	19103
2131 South Street	Philadelphia	PA	19146
1102 Market Street	Philadelphia	PA	19107
1300 Chestnut Street	Philadelphia	PA	19107
150 S. Independence Mall W.	Philadelphia	PA	19106
3300 Market Street	Philadelphia	PA	19104
901 South Street	Philadelphia	PA	19147

###