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Wawa Hoagiefest® Returns with a Brand-New Theme and Special Pricing to Celebrate the Spirit of Summer

New Special Effects, Designs and Special Prices Usher in a New Era of Wawa Hoagiefest

Wawa, PA (June 18, 2018) – Summer is coming and that means it's hoagie season at Wawa. After a 10-year run of Wawa's popular Hoagiefest campaign featuring 1960s-inspired theming and graphics, Wawa has completely reinvented its Hoagiefest campaign for 2018. This year Hoagiefest features brand-new graphics, special effects and contemporary music. Additionally, Wawa is thrilled to introduce special pricing during Hoagiefest for all three hoagie sizes in all varieties – \$3 for Junior®; \$4 for a Shorti® and \$5 for a Classic.

This year's Hoagiefest look-and-feel across store decorations, associate t-shirts, digital signage and television advertisements will replace animation with live-action scenes of summertime that celebrate the joy and excitement of the Hoagiefest season. From weddings to baseball parks and beaches to neighborhoods, the new Hoagiefest theme will showcase people having fun in the sun and of course, enjoying hoagies.

"In the summer, hoagies reign supreme at Wawa. Since we crafted our first hoagie decades ago, Wawa hoagies have been enjoyed anywhere and everywhere. That's what this new look is all about," said Jim Morey, Chief Brand Officer at Wawa. "Our all-new Hoagiefest campaign celebrates the role hoagies play in summertime fun and the state of mind they represent."

This year's Hoagiefest campaign runs from June 18 through August 5 in all Mid-Atlantic Wawa stores and Washington DC. Also new for Hoagiefest in 2018, participating Wawa stores will have all-new original decorations and selfie stations to help create the unique Hoagiefest state of mind and generate excitement through the summer.

"Anyone who's visited a store knows that hoagies are a staple here at Wawa," said Morey. "We're thrilled to kick-off an all-new Hoagiefest this year to celebrate hoagies and our associates who create them, all while bringing customers their favorite Wawa food at great value prices."

About Wawa Hoagies

Wawa offers hoagies for every appetite – built fresh-to-order and fully customizable at Wawa's famous touch-screen ordering. Wawa hoagies are available in Junior®, Shorti®, and Classic sizes, all of which are featured in this year's Hoagiefest for the first time. Wawa celebrates hoagies every summer with its Hoagiefest campaign and with the annual Wawa Hoagie Day (taking place June 28), part of the Wawa Welcome America Festival in Philadelphia.

