



MEDIA ALERT

CONTACT: public.relations@wawa.com

Wawa to Host Grand Opening Party at New Store in Pensacola, FL

Festivities to include free t-shirts for the first 100 customers, free any size hot coffee, hoagie building competition between local first responders, and ribbon cutting.

What: Wawa is continuing its expansion in Florida with a grand opening party in Pensacola, marking Wawa's twenty-fifth store to open out of nearly 100 in 2026. The grand openings will celebrate each new community Wawa is serving with fun and festivities for all! On **April 16** the festivities will begin at **7:55 a.m.** with Wawa General Manager, Amber Wallace, counting down to the moment when the doors will open for the very first time at **8:00 a.m.**, along with free t-shirts for the first 100 customers, as supplies last, and free any size hot coffee through April 19. Immediately following at **8:30 a.m.**, customers are invited to participate in a ceremony to celebrate the new store team and the positive impact associates will have on the community.

Who:

- Joseph Collins, Wawa Director of Store Operations
- Kevin McGrath, Wawa Area Manager
- Amber Wallace, Wawa General Manager
- State & Local Officials
- First Responders from the local Police and Fire departments
- Wally Goose, Wawa Mascot
- Wawa Customers and Fans

When: April 16

7:55 a.m. – Countdown to doors opening. Party begins!

8:00 a.m. – Doors open! T-shirt giveaway for the first 100 customers, as supplies last, and free any size hot coffee for all customers begins

8:30 a.m. – Ceremony with remarks, Hoagies for Heroes hoagie building competition, and ribbon cutting

Where: 6658 Pensacola Blvd, Pensacola, FL, 32505

Why: Wawa is thrilled to celebrate our nation's 250th birthday year with nearly 100 grand opening parties celebrating local communities across Wawa's operating area! The events are a celebration of the community with the community designed to create joyful moments and meaningful connections with friends and neighbors. Wawa is bringing its **2026 Grand Opening Tour** to fourteen states in the Mid-Atlantic, Southeast and Midwest regions and is thrilled to serve more communities than ever.

Wawa plans to open 20-25 new stores over the next 8-10 years in the Florida Panhandle. To build each store, Wawa will invest more than \$7.5 million and employ, on average, 140 contractors and local partners. Once open, each store will employ an average of 35 associates.

Visuals:

- Countdown to doors opening with excited customers lined up to visit their new store
- Free, limited-edition "Wawa Grand Opening Tour in the USA" t-shirt distribution to first 100 customers
- Introduction to the new store team
- Local heroes building hoagies during the Hoagies for Heroes contest
- Fun, music, Wawa's mascot, Wally Goose, dancing with the crowd, ribbon cutting and confetti