



MEDIA ALERT

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Wawa Opens New Store in Pooler, GA with Free Coffee, New Friends and Craveable Flavors

Event includes free t-shirts for the first 100 customers, free any size hot coffee, "Craving Tamer" Parade introducing new menus and flavors, hoagie building competition between police and fire, and ribbon cutting.

What: Wawa is inviting customers to a grand opening event to celebrate associates, customers, and the community. Festivities start at **7:45 a.m.** with Wawa General Manager Sheree Norris doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.**, with free "New Friends & New Flavors" t-shirts for the first 100 customers, as supplies last, free samples of Wawa's newest Dill Pickle Ranch sauce and Crispy Pickle Toppings on hoagies until 8:30 a.m. and free any size hot coffee through May 4th!

Immediately following at **8:30 a.m.**, customers are invited to participate in a brief ceremony to celebrate the new store and the positive impact associates will have on the community. The program kicks off with an entertaining parade with Wawa associates, also known as "Craving Tamers," introducing the retailer's newest "Cravings Made Easy," campaign with \$2, \$4 and \$6 menu items and the latest flavor – Dill Pickle Ranch Sauce and Crispy Pickle Toppings! The ceremony concludes with the Wawa signature Hoagies for Heroes hoagie building competition between every day heroes and an official ribbon cutting with mascot Wally Goose!

Who:

- Nancy Dulaney, Wawa Director of Store Operations
- Tom Howard, Wawa Area Manager
- Sheree Norris, Wawa General Manager
- Wally Goose Mascot
- Representatives from Children's Hospital of Georgia
- Representatives from The USO

When: Thursday, April 24th, 7:45 a.m.

7:45 a.m. – Countdown to doors opening begins

8:00 a.m. – Doors officially open for the first time! 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 remarks, Hoagies for Heroes hoagie building competition, and ribbon cutting

Where: 1480 Pooler Parkway, Pooler, GA 31322

Why: Wawa is proud to open its doors to provide trusted quality products, convenience, new jobs, support, and to Fulfill Lives in the community. As part of this, Wawa launches new "Cravings Made Easy," campaign with a limited-time menu offering great variety, value and flavor to its customers. The menu includes existing Wawa favorites at affordable price points including **\$2 items** such as Breakfast and Regular Snack Wraps, Small Soup, Turkey Junior®, Meatball Junior and 16-oz Iced Coffee; **\$4 items** including BTO Bacon Burrito, Cheese Quesadilla, Turkey Shorti®, Meatball Shorti, Crispy and Roasted Chicken Sandwich and 16-oz Strawberry or Mango Smoothie and **\$6 items** including Turkey Classic, Italian Classic, meatball Classic and Cheesesteak Quesadilla.

Visuals:

- Official countdown, t-shirt distribution, and door opening ceremony
- Grand entrance and introduction of Store Team and Store Operations Remarks
- Entertaining "Craving Tamer" Parade with details about how customers can save time, money, and gain satisfaction from trusted quality products that offer great value and a positive experience
- Hoagies for Heroes hoagie building competition to police and fire departments
- Community ribbon cutting with oversized scissors, red ribbon, and confetti