



MEDIA ALERT

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Wawa Celebrates Grand Opening of New Store in Freehold with Free Coffee and Holiday Flavors

Festivities 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 inviting customers to a grand opening event to celebrate associates, customers, and the community. On Thursday, December 18th, festivities begin at **7:55 a.m.** with Wawa General Manager Michael Firth doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.** There will be free Wawa t-shirts for the first 100 customers, as supplies last, and free any size hot coffee through Sunday, December 21st.

Customers are invited to participate in a brief ceremony beginning at **8:30 a.m.** to celebrate the new store team and the positive impact associates will have in the community. The program includes a ribbon-cutting with local officials and a "Hoagies for Heroes" hoagie-building competition between first responders benefitting local charities.

Who:

- Craig Clarke, Wawa Director of Store Operations
- Timothy O'Connor, Wawa Area Manager
- Michael Firth, Wawa General Manager
- State & Local Officials
- Local Police and Fire
- Wally Goose Mascot

When: **Thursday, December 18, 2025**
7:55 am – Countdown to doors opening
8:00 am – Doors open with t-shirts for the first 100 customers, as supplies last
8:30 am – Ribbon cutting ceremony and Hoagies for Heroes competition

Where: 275 Monmouth Rd, Freehold, NJ, 07728

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 toasts the opening of this new store with limited time holiday flavors, including Snickerdoodle, Peppermint Cookies & Cream, and Peppermint Mocha! Customers can enjoy these holiday flavors in handcrafted beverages, such as lattes, hot chocolates, iced coffees, cold brews, cream smoothies, and milkshakes.

Visuals:

- Official countdown, doors opening, and excited customers lined up to be first to enter the new store
- T-shirt distribution to the first 100 customers, as supplies last
- 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