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Wawa Launches “Cravings Made Easy” campaign with \$2, \$4 and \$6 Menus & New Dill Pickle Ranch Flavors

Limited Time Offer valid at all 1,100 stores from March 31 through May 11

Wawa, PA (March 31, 2025) – 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.

To enhance customers’ hoagies, paninis and wraps even more than before, **Wawa is excited to introduce its newest craveable topping and flavors – Dill Pickle Ranch Sauce and Crispy Pickle Toppings!** Dill Pickle Ranch sauce is creamy, tangy and savory and the Crispy Pickle topping is crunchy, crispy and adds a unique texture and bold flavor to any choice!

“Our new “Cravings Made Easy,” campaign offers signature items at a great price and is just one more way Wawa aims to Fulfill Lives in our community,” said Mary-Rose Hannum, Chief Marketing Product Officer. “We just love delighting our customers and know that they’ll be satisfied with the great value plus the new flavors this campaign brings to the table!”

About Wawa

Wawa, Inc., a family and associate owned, 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 1960s, Grahame Wood, George’s grandson, opened the first Wawa Food Market in 1964 in Pennsylvania as an outlet for dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services and surcharge-free ATMs. Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida, North Carolina, Alabama, Georgia, Ohio and Washington, D.C., with more than 1,100 locations to date. The stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly-brewed coffee, Sizzli hot breakfast sandwiches, hand-crafted specialty beverages, a dinner menu including burgers and an assortment of soups, sides and snacks. Forbes.com Ranks Wawa as #24 of America’s Largest Private Companies.

