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Wawa Launches \$5 Big Breakfast Deal with Hot/Iced Coffee, Sizzli® and Hashbrown to Make Mornings Easier

Limited Time Offer valid at all 1,100 stores from February 17 through March 24

Wawa, PA (February 17, 2025) – Wawa continues its commitment to “Making Mornings Easy,” with its \$5 Big Breakfast Deal to help customers save money and simplify their morning routines. From February 17 through March 24, 5:00 a.m. – 11:00 a.m., customers can visit any of Wawa’s 1,100 locations for the \$5 Big Breakfast Deal consisting of any-size Hot or Iced Coffee, a Sizzli breakfast sandwich of choice and hashbrown. This incredible value, featuring new flavors and unmatched variety is available to all customers, no coupon needed, at every Wawa store.

Wawa’s signature Sizzli breakfast sandwich is available in over 10 varieties including the Croissant, Bacon, Egg and Cheese; the Bagel, Sausage, Egg and Cheese and the limited-time French Toast, Sausage, Egg and Cheese. All Wawa Sizzli varieties are available with the \$5 Big Breakfast Deal!

Any size Wawa iced or hot coffee comes with the Breakfast Deal. Wawa’s self-serve coffee pour bar features 7 coffee varieties including Regular and Decaf, French Vanilla, Hazelnut, Cuban Roast, 100% Colombian and Dark Roast* plus limited-time offer flavors such as Caramel Cream, available now. Wawa Iced Coffee is hand-crafted and freshly brewed and can be customized in dozens of ways through the in-store ordering kiosk. Wawa is unmatched in the amount of coffee varieties* and value offered to customers. *Coffee varieties vary per region.

“We are on a mission to make mornings easier for our customers and our new \$5 Big Breakfast Deal does just that by providing a hearty offering at a great price that’s sure to get your morning off to a great start!” said Mary-Rose Hannum, Chief Marketing Product Officer. “Made with the freshest ingredients, our Sizzli Breakfast sandwich was first launched in 1996 and remains a customer favorite nearly 30 years later!”

Visit @Wawa social channels during the campaign window to win one-of-a-kind Sizzli swag!

About Wawa

Wawa, Inc., a 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 and Washington, D.C. with 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 #22 of America’s Largest Private Companies, one of Forbes 2023 America’s Best Employers for Women and New College Grads.

