



MEDIA ALERT

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Wawa Launches New Coffee Customization Innovation and Brings Back Fall Favorite

New touch screen capabilities give customers the ability to choose preferred ingredients and control the amounts of milk, sweeteners, flavors and toppings for lattes and iced coffees plus the ever-popular holiday favorite, The Wawa Gobbler returns!

Wawa, PA (October 13, 2025) – Wawa announced today its newest coffee innovation that offers customers even more customization options for handcrafted beverages. From October 13 to November 23, customers can visit any of Wawa's 1,100 locations to create their own hot or iced lattes starting at just \$3 on the touchscreen ordering system.

When creating lattes and iced coffees, customers can choose from a variety of options, including milks (whole, 2%, almond, oat, or cream), sweeteners (sugar, stevia, or sucralose), flavors (caramel, chocolate, vanilla, mint, salted caramel, zero-sugar salted caramel, brown sugar, coconut, pumpkin, or toasted marshmallow), and toppings (drizzle, graham crackers, chocolate chips, or Crème Brûlée sprinkles) and for the very first time, control the amounts desired in each beverage.

"With an ongoing commitment to providing customers with convenience and customization, we're excited to take it one step further allowing customers the ability to create their lattes and iced coffees exactly how they're craving them, and at a great value starting at \$3," said Mary-Rose Hannum, Chief Marketing Product Officer. "Each customer is unique and we're proud to provide a customization experience that allows them more control over the flavors they love at Wawa!"

In addition to brightening days with coffee customization, Wawa is also celebrating the return of the Wawa Gobbler® and its nostalgic fall flavors of hot roasted turkey, savory stuffing, gravy, sweet cranberry sauce, and creamy mashed or sweet potatoes. This year, for the first time, fans can enjoy the Wawa Gobbler® in a wrap, alongside the classic hoagie and bowl and request a double stuffed option as well

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, Ohio, Indiana, Kentucky, West Virginia, 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.

