



**FOR IMMEDIATE RELEASE**

**CONTACT:** [public.relations@wawa.com](mailto:public.relations@wawa.com)

### **Wawa's Hoagiefest® Is Back – Now as a Full Meal Deal!**

Customer-favorite summer promotion features \$6 Shorti® Meal Deal and \$8 Classic Meal Deal for the very first time!

**Wawa, PA (June 23, 2026)** – Wawa Inc. today announced that Hoagiefest is back and better than ever as the biggest meal deal of the summer! This year, your local store is celebrating Hoagiefest with two meal deal options: any Shorti® Hoagie, Wrap or Chicken Sandwich with a small bag of Herr's chips, and a small fountain drink for just \$6 or any Classic Hoagie, small bag of Herr's chips, and small fountain drink for just \$8!

Wawa launched Hoagiefest in 2008, bringing together hoagie lovers across Wawa's footprint with savings and to celebrate their love of the hoagie. Since then, Hoagiefest has become a beloved summer tradition, featuring special price promotions on Wawa's most beloved hoagie varieties.

The 2026 Hoagiefest campaign runs from **June 22 through July 26** in all 1,200+ Wawa stores. With a focus on nostalgia, summer fun, and savings across Wawa's sandwich line, highlights of this year's Hoagiefest campaign include:

- **A Full Meal Deal:** This year, Hoagiefest includes two meal deal options. Customers can choose any Shorti® Hoagie, Wrap, or Chicken Sandwich with a bag of Herr's chips and a small fountain drink for \$6 or any Classic Hoagie with a bag of Herr's chips and a small fountain drink for \$8.
- **New this year!** Hoagiefest features a limited-time Hoagiefest-branded Herr's Original Kettle Chips as part of the meal deal.
- **Hoagiefest Decorations:** The nostalgic Hoagiefest vibe will be present in Wawa stores with all-new decorations, digital signage, and selfie stations to help set the unique Hoagiefest mood and generate excitement throughout the summer. Retro elements like the famed Hoagie Man, Hoagiefest plane, and micro-bus will be featured on in-store decorations perfect for selfies and added fun.
- **Social Media:** Wawa's social media channels will feature giveaways of special merchandise, including tie-dyed Hoagiefest t-shirts, beach blankets, cups, and keychains. Follow @Wawa social media channels for a chance to win t-shirts and other gear.

"We're thrilled to carry on Wawa's tradition of Hoagiefest in a new way this summer by offering two highly-customizable meal deal options for our customers to enjoy in all of our stores," said Doug Martin, Chief Marketing Officer, Wawa. "Wawa Hoagies are summer staple for many, and we can't wait to provide our customers with even more new and exciting options!"

Wawa is also introducing two new flavors to the menu, with the launch of a limited-time only Southwest BBQ sauce and pickled onions topping!

#### **About Wawa, Inc.**

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, Tennessee, and Washington, D.C. with over 1,200 locations to date. The stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly brewed coffee, hot breakfast sandwiches, hand-crafted specialty beverages, a dinner menu including burgers and pizza, an assortment of soups, sides and snacks. Forbes.com Ranks Wawa as #22 America's Largest Private Companies.

**Wawa**

**Wawa Hoagiefest MEAL DEAL**

Official Chip of Wawa Hoagiefest!

HERRS KETTLE Cooked Original

Coca-Cola freestyle

**\$6 SHORTI**

**\$8 CLASSIC**

© 2026 Wawa, Inc.

Limited time. Exclusions apply. See Wawa.com for details. ©2026 The Coca-Cola Company.