



For Immediate Release

Media Contact: public.relations@wawa.com

Saquon Barkley and Wawa Team Up for New Commercial Featuring Limited-Time \$5 Sizzli® Meal

New "Hungry for Greatness" spot features Barkley and daughter Jada rallying a team of youth athletes with Wawa Sizzlis and a side of humor!

Wawa, PA (Sept. 8, 2026) - Saquon Barkley, world championship-winning running back, has teamed up with Wawa, fresh food and beverage retailer, to inspire young athletes in a new ad spot titled "Hungry for Greatness." Debuting today, the spot encourages athletes to start their day ready to take on what's ahead and features Wawa's new \$5 Sizzli® Meal, available at all 1,200 locations from September 8 through October 25.

In the light-hearted commercial, Saquon steps into the role of football coach, rallying a tired and hungry team of young athletes as they gear up for the second half of the game. Barkley is joined by his daughter Jada, who makes her commercial debut and steals the show when she steps in with a tray full of Wawa Sizzlis! The spot gives fans a fun glimpse of Barkley as both an athlete and a dad. [Watch the commercial here](#), plus a behind-the-scenes blooper reel with laugh-out-loud moments and candid father/daughter photos from set.

The \$5 Sizzli® Meal combines variety and value, pairing any of Wawa's signature Sizzli® breakfast sandwiches with a hot or iced coffee, or, for the first time, a 16 oz fountain beverage! The lineup also features the limited-time Pancake Sizzli®, made with sausage, egg, and cheese. Other Sizzli® breakfast sandwich varieties include the Bacon, Egg, and Cheese Croissant; Sausage, Egg, and Cheese Bagel; and more. Wawa's self-serve coffee pour bar features seven coffee varieties including Regular and Decaf, French Vanilla, Hazelnut, Cuban Roast, 100% Colombian and Dark Roast,* plus limited-time offer flavors such as Cinnamon Churro, 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 has one of the widest selection of coffee varieties* and value offered to customers. *Coffee varieties vary per region.

"As school starts and fall sports return for families, Wawa's \$5 Sizzli® Meal gives busy families a convenient way to enjoy fresh food and beverages at an incredible value," said Doug Martin, Chief Marketing Officer, Wawa. "And there's nobody better than icon Saquon Barkley and his daughter Jada to help spread the word that a great day starts with a stop at Wawa!"

"Getting to do this with Jada made it really special for me. We had a lot of fun together on set, and it's a memory I'll always have as a dad," said Barkley. "I'm excited to team up with Wawa again and have some fun with a game-day favorite like Wawa Sizzli®."

As part of its partnership with Saquon Barkley, Wawa is proud to make a \$25,000 contribution to the Boys & Girls Clubs of Philadelphia to support their mission of enabling all young people, especially those who need them the most, to reach their full potential as productive, caring, responsible citizens by building healthy habits through physical activity, nutrition education, and positive relationships that support a healthy body, mind, and soul.

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, Ohio, Indiana, Kentucky, West Virginia, Tennessee and Washington, D.C. with 1,200 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.