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Wawa Celebrates Thanksgiving with Return of its Seasonal Favorite, the Wawa Gobbler ®

Wawa Gobbler® Available Now in All Stores with New Interactive Additions to Have You Covered This Holiday Season

Wawa, PA (November 2, 2026) – *Wawa is celebrating the return of the Wawa Gobbler®, an annual tradition and customer favorite, providing a way for friends to gather and enjoy the holiday season together. This Limited Time Offer is available at all 1,200 Wawa locations throughout the holiday season and can be customized as a Hoagie, Bowl or Wrap to enjoy the nostalgic fall flavors of hot or cold roasted turkey, savory stuffing, gravy, sweet cranberry sauce and creamy mashed or sweet potatoes.*

"For nearly two decades, the Wawa Gobbler ® has been a Thanksgiving tradition, and there's nothing better than sharing one with friends and family as the holidays kick off," said Doug Martin, Chief Marketing and Brand Officer at Wawa. "Customers have shared that enjoying a Gobbler together has become part of how they celebrate the season, and we're excited to enhance the Gobbler experience with a Hot Turkey Bib designed to protect your holiday sweater."

For the first time in Gobbler history, Wawa will distribute Hot Turkey bibs to the first (500) customers, as supplies last, upon purchasing a Wawa Gobbler Hoagie, Bowl or Wrap at each of the 1,200 locations starting November 13. These bibs feature custom Wawa Gobbler designs and will protect your favorite holiday attire while you enjoy your holiday hoagie.

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, 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.

