



FOR IMMEDIATE RELEASE

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Wawa's Hoagiefest® Is Back – With a Twist!

Celebrate a **Summer of Sandwiches** With \$6 and Under Hoagies, Clubs, Wraps, Quesadillas and Chicken Sandwiches For The Very First Time

Wawa, PA (June 23, 2025) – Wawa Inc. today announced that Hoagiefest is back – with a twist! This year, your local store is mixing it up by celebrating a Summer of Sandwiches with \$6 and under Hoagies, Clubs, Wraps, Quesadillas, and Chicken Sandwiches. In 2008, Wawa launched Hoagiefest, 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. This year is the first time additional Wawa sandwich varieties are included in the Hoagiefest tradition. [Download this year's Hoagiefest commercial](#) that's sure to brighten everyone's day!

The 2025 Hoagiefest campaign runs from **June 23rd through July 27th** in all 1,100+ 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 Summer of Sandwiches:** This year, Hoagiefest includes \$6 and under Breakfast and Lunch Classics and Shortis, Breakfast and Lunch Quesadillas, Clubs, Wraps, and Roasted and Crispy Chicken Sandwiches!
- **Hoagiefest Decorations:** The 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.

"Wawa Hoagies are a favorite by many, and we're excited to continue the tradition of being a part of your summertime outings, vacations, and events," said Mary-Rose Hannum, Chief Product Marketing Officer. "While Hoagies are the hero, we are thrilled to celebrate a Summer of Sandwiches to provide our customers with even more options than ever!"

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 and Washington, D.C. with over 1,100 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 of America's Largest Private Companies.