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First Taste of New Ad: Wawa, Official Hoagie of the Philadelphia Eagles and MVP Nick Foles Debut Pre-Game Spot to Feed Excitement Leading Up to the Big Game

Underdogs are back and hungry for more with the help of two Philadelphia staples in their corner

Wawa, PA (February 5, 2025) - As the City of Brotherly Love gets ready for the Big Game on Sunday, **Wawa, the Official Hoagie for the Philadelphia Eagles** is thrilled to announce its partnership with **MVP Nick Foles** for its pre-game ad. With a goal of feeding excitement, the spot is scheduled to run on TV starting on Saturday through Sunday with it slated right before kick-off. Prior to airing on TV, fans can also see the ad on @wawa social channels.

"It gives us goosebumps to partner with Philadelphia Eagles' Superbowl Legend Nick Foles on a message of hope and determination as we set out for another Championship win," said Alex Costabile, Chief Customer Officer, Wawa. "We are Philly proud and wish our birds the very best in the game on Sunday!"

"Philadelphia will always have a special place in my heart and it's awesome to partner with a company like Wawa that continues to show up for its community," said Nick Foles. "Wawa is committed to helping its customers get through their day whether it's providing game day hoagies, including my personal favorite, a cheesesteak, or cheering on its home team during exciting times like this!"

Click [HERE](#) for a first taste of the new spot!

In addition to rooting on the home team, Wawa is also giving fans an opportunity to follow @Wawa for a chance to win limited-edition "It's a frickin' hoagie," swag!

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 and Washington, D.C. with nearly 1,080 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 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.