



## Hoagiefest 2009: Peace, Love & Shortis Fun Fact Sheet

### The Hoagiefest Deal:

- Ⓜ Hoagiefest begins June 1<sup>st</sup> a different Shorti Hoagie® every two weeks for only \$2.99!
- Ⓜ Check out the groovy line-up:
  - Italian: 6/1 – 6/14
  - Cheesesteak: 6/15 – 6/28
  - Turkey: 6/29 – 7/12
  - Meatball: 7/13 – 7/26
- Ⓜ 2009 marks the 2nd annual Wawa Hoagiefest campaign event honoring the great hoagie tradition and celebrating the love imbued in hoagie-making and eating.

### The Hoagiefest Tour:

- Ⓜ Wawa will host four Hoagiefest Events this summer throughout our market to celebrate the almighty Hoagie. Tour Stops are as follows:
  - 6/24 Store 8030 2600 Grant Ave Philadelphia , PA 19114
  - 7/2 Store 556 12502 Ocean Gateway West Ocean City , MD 21842
  - 7/9 Store 694 2954 Virginia Beach Blvd Virginia Beach , VA 23462
  - 7/15 Store 969 5100 English Creek Ave. Egg Harbor Township , NJ 08234
- Ⓜ At each Hoagiefest event Wawa associates will pay tribute to the hoagie by building a ¼ mile long Hoagie (totaling one mile over the course of the summer) to serve to the crowd later that day for free. Throughout the events, there will be **Kara-hoagie** contests (a fun spin on karaoke) where contestants will be invited to “sing” the Hoagiefest songs – using a karaoke machine. The Kara-hoagie winners will receive free hoagies for a month!
- Ⓜ We invite everyone to come to one or all four of our events and take a bite out of Hoagiefest! But if you can't make it you can celebrate at any Wawa store everyday through July 26<sup>th</sup> with our \$2.99 Shorti Promotion. **Celebrate peace, savings, and Shortis everyday!**

The Hoagiefest Microsite: [www.hoagiefest.com](http://www.hoagiefest.com)

- Ⓢ This year's Hoagiefest Wawa will feature a microsite where customers can check the Hoagiefest line-up, listen to music and get downloads, enter contests, and view upcoming events.
- Ⓢ This virtual Hoagiefest world invites visitors to submit an original song or video paying tribute to the almighty hoagie. Selected winners could receive great prizes include: a year's worth of hoagies; their very own Hoagiefest; and a chance to have their song used in an upcoming commercial!
- Ⓢ New for 2009: A Wawa Hoagiefest Facebook page – check it out!

#### About Wawa Hoagies:

- Ⓢ Wawa's hoagie lineup includes:
  - Junior Hoagie® (4-inch),
  - Shorti Hoagie® (6-inch)
  - Classic Hoagie® (10-inch)
  - and if you're really hungry, our 2-foot Hoagie
- Ⓢ Wawa was instrumental in having the Hoagie proclaimed the Official Sandwich of Philadelphia in 1992 and celebrated Hoagie Day for over a decade.
- Ⓢ You can enjoy Wawa's cold hoagie favorites such as Italian or Oven-Roasted Turkey or savor our hot hoagies including Meatball and Cheesesteak. There is no limit to the delicious combinations you can create at Wawa!

