



Wawa Brings a Taste of Colombia to Your Cup

Wawa Launches 100% Colombian Coffee Chain-Wide

Wawa, PA. (February, 2008) – Wawa, Inc. today announced that the company has added 100% Colombian coffee to their popular coffee offering. This world-famous coffee is widely hailed for its rich, medium body and creamy flavor, and is made from Arabica beans, grown and cultivated in the Colombian Mountains. Beginning the week of February 11, 2008, 100 percent Colombian coffee became available in all of Wawa's 570 stores in Pennsylvania, New Jersey, Delaware, Maryland, and Virginia.

To celebrate the introduction of the new flavor, all Wawa stores are featuring Colombian-themed decorations, including burlap bean bags and colorful serapes hung from coffee icons in the stores. Additionally, associates will be wearing special promotional t-shirts, with the campaign theme, "no passport-required - 100% Colombian" proudly displayed on the front and back of the shirts.

"So many people come to Wawa to start their days with the perfect cup of coffee they've come to rely on," said Howard Stoeckel, Wawa's President and CEO. "At Wawa we are constantly striving to provide our customers with exciting choices that please all people's palettes, and our new 100% Colombian Coffee gives our customers a new, exceptional variety to try."

The 100% Colombian coffee varietal joins Wawa's coffee line-up which remains unrivaled in the amount of coffee varieties offered to customers in a convenient setting. Wawa's coffee varieties include its proprietary Regular, Decaf, Varietals (Kona, 100% Colombian), Vanilla Cream, Chocolate Macadamia, Hazelnut, Decaf Hazelnut, Chocolate Carmel, and dark roast for those who prefer stronger intensity. The Wawa hot beverage line also includes hot specialty beverages including Lattes, and Cappuccino, giving our customers a full range of choices.

Today Wawa brews over **195 million** cups of our award-winning coffee each year, enough to give everyone in the city of Philadelphia 130 cups of coffee each. Since 2000 Wawa has sold more than **1 billion** cups of coffee.

“At Wawa coffee is more than a hot beverage,” said Stoeckel. “It’s a way of life.”

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 1960’s, Grahame Wood, George’s grandson, opened the first Wawa Food Market in 1964 as an outlet for dairy products. Today, Wawa operates more than 570 stores in Pennsylvania, New Jersey, Delaware, Maryland and Virginia.

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