

# What the Heck's a Hoagie?

Perhaps, before Wawa ushered in this new age of enlightenment, you may have called it a sub. Or a hero, a bomber, a poor boy, a grinder, a torpedo ... or even a rocket. But after today, you'll call it a hoagie.

Fundamentally, hoagies are sandwiches filled with fresh meats and cheeses, as well as lettuce, tomatoes and onions, topped off with a dash of oregano on an Italian roll. But ask a hundred people what makes a hoagie and you'll get a hundred different answers, because each is built to order, to reflect the unique tastes of every individual. It is the Rorschach test of sandwiches. To get the measure of a person, look inside their roll – Is there extra meat or extra cheese? Mayo or oil? Oregano, and hot peppers or pickles? These things speak volumes.

Predictably, such a unique sandwich had a unique beginning.



## A Bit About Hoagie History

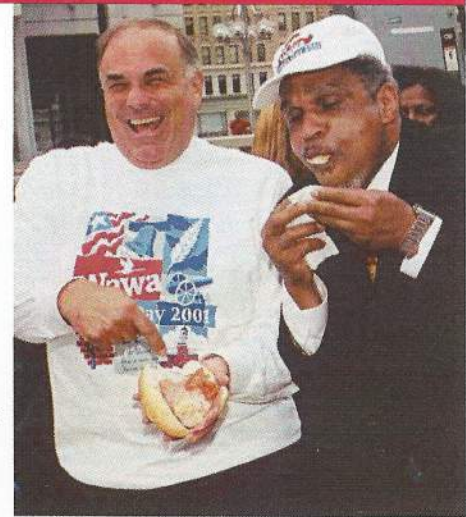
With more than 60 million sold annually in a variety of sizes—even toasted, hoagies are becoming synonymous with Wawa in Pennsylvania, New Jersey, Delaware, Maryland, and Virginia. But it all started in Philadelphia.

During the Depression, out-of-work Philadelphian Al DePalma went to Hog Island near the Naval shipyards in South Philadelphia to find work. When he saw the shipyard workers on a lunch break wolfing down their giant sandwiches, his first thought was, "Those guys are a bunch of hogs!" Instead of applying for



for a job at the shipyard, DePalma opened a luncheonette that served big cold cut sandwiches, listed on the menu as "hog-gies" for the gentleman who served as his inspiration.

During the late 1930s, DePalma joined forces with Buccelli's Bakery and developed the perfect hoagie roll – an eight-incher that became the standard for the modern-day hoagie. By World War II, DePalma turned the back room of his restaurant into a hoagie factory to supply sandwiches round the clock to workers at the shipyard. At this time, DePalma became known as "The King of Hoggies." At some point after the war, the "Hog-gie" became the "Hoagie." Catching onto a growing trend, as the hoagie became a favorite in Philadelphia, Wawa Food Markets began selling built-to-order hoagies in the late 1970s. To solidify the status of the Hoagie as the sandwich of choice for our customers, since the early 90's, Wawa has hosted Hoagie Day; a special annual event where associates volunteer to help build and serve a giant hoagie in excess of 500 feet.



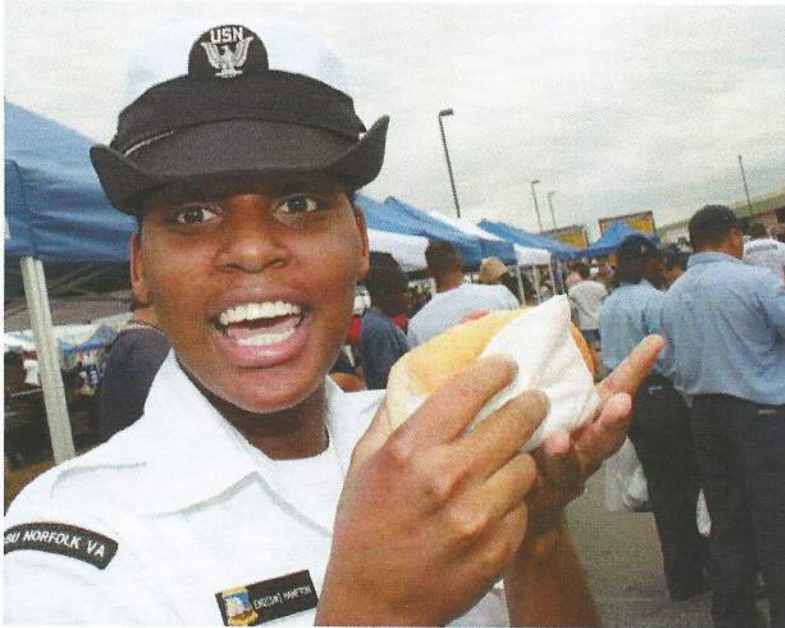
## Wawa Hoagie Day History

Wawa sponsored the first Hoagie Day as part of Philadelphia's Welcome America! Festivities in 1992, with a 500-foot hoagie that was served free to the public. That year, Mayor Rendell proclaimed the Wawa hoagie the Official Sandwich of Philadelphia. At Mayor Rendell's request, Hoagie Day became an annual event as part of the Welcome America! celebration in 1993. During each Hoagie Day event, Wawa would build and serve hoagies of enormous proportions and celebrate Philadelphia's most famous sandwich in the city where it was born.

After a successful 10-year run in Philadelphia, Wawa Hoagie Day went to Richmond, VA for the first time in July 2002. Thousands of festival-goers turned out at Friday Cheers to help consume the largest hoagie Virginia had ever seen, at 1,000 feet. So how could we top the success of that celebration? How about adding another 776 feet of hoagie? On July 18th, 2003 Wawa



associates built a 1,776-foot-long hoagie. Each year, a portion of proceeds from in-store sales went to regional charities, and local organizations, and local heroes -like firefighters and police officers squared off in hoagie-building contests to win donations from Wawa to their favorite causes.



2005 was the year that Wawa set its sights on Fleet Week. The company served a 4,000 foot-long hoagie to military personnel and their families on October 12, 2005.

On October 15, 2006, Hoagie Day was held at the parade grounds of the Naval Station in Norfolk, VA. Wawa again held Hoagie Day as part of the Fleet Week Celebration and built a hoagie one-mile long. That's 5,280 feet! The 2006 Hoagie Day was also the stage for the first ever half-marathon hosted by the Navy and open to the public, and the public was able to enjoy part of the one-mile long hoagie.

### Wawa Hoagie Day Returns to Philadelphia

After 10-year hiatus, Wawa brought Hoagie Day back to the City of Philadelphia for the 2010 Welcome America! Festival. On June 30th, 2010 Wawa celebrated its title sponsorship of Welcome America! by hosting the biggest and best hoagie day yet right at the steps of the Philadelphia Museum of Art.



As a day that celebrated Philadelphia classics, the event featured the building and serving of a 1 ¼ mile long hoagie, and screening of the classic movie Rocky at the conclusion of the Hoagie Day Festivities.



### A Hoagie for Every Appetite

Wawa hoagies are truly unique not just because of their ingredients, but because of the skill and love put into every hoagie built, and because of Wawa's unparalleled hoagie passion and expertise for building and serving hoagies. So whether it's the Junior®, Shorti®, Classic size, or even one mile long— the hoagie is like no other culinary creation! Enjoy your hoagie, your way, at your Wawa today.