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History

The origins of Wawa, Inc. date to 1803, when David Cooper Wood (1781-1859) established an iron furnace and foundry in Millville, New Jersey, to fabricate stove plates and iron pipe. Wood combined his experience as a merchant and his extensive business connections to make the iron works a successful venture. D.C. Wood sold his castings throughout the mid-Atlantic region and even earned the commission to cast pipe for the second phase of Philadelphia's Fairmount water works in 1819-22. David's brother Richard Davis Wood (1799-1869) assumed control of the business in 1851 and expanded the scope of its operations. In addition to enlarging the iron works, R.D. Wood expanded the iron works, built a cotton mill, glassworks, and gasworks, and purchased a grist mill and a sawmill. George Wood (1842-1926), one of R.D. Wood's six sons, assumed control of his father's cotton textile operations (which were called Millville Manufacturing Company) in the late 1860's. George Wood's leadership helped make Millville Manufacturing Company one of the region's leading producers of yarn, cloth, and finished cotton goods.

In 1892, George Wood bought a house in Wawa, Pennsylvania (Delaware County) known as "Red Roof" because of its distinctive roof color. The word "Wawa", from which the town takes its name, is a Native American word for "wild goose" or "land of the big goose." Wawa stuck as a local name because of the large numbers of Canada geese that congregated in the lower Delaware Valley. Wood later acquired several tracts of land near the Red Roof property on which he built a dairy and milk processing plant. George officially opened this new venture, called Wawa Dairy Farms, in 1902. This business specialized in "certified" and pasteurized dairy products for the home delivery market. Wawa Dairy Farms sold its wares in Philadelphia and seasonally to customers on the New Jersey shore. By 1945 the dairy had become one of the most popular and visible aspects of the late George Wood's business ventures.

In the early 1960's Grahame Wood (1915-1982), George Wood's grandson, sought to revitalize Wawa Dairy Farms by finding new outlets for its products. After researching convenience stores, Grahame decided the best course of action was to enter retail food sales in order to tap growing consumer demand for quick and easy shopping. He organized a new company, called Wawa Food Markets, to establish retail outlets that sold items like deli meats, fruits, vegetables, dairy products, and other grocery goods in a convenience store setting. The first Wawa Food Market opened on 16 April 1964 in Folsom, Pennsylvania and became an almost instant success. The company opened two more stores in May and October of the same year.

During the 1950's many aspects of Millville Manufacturing Company, particularly cotton textiles, were on the decline. A combination of the increased use of synthetic fibres and the textile industry's move to the South (where labor and materials costs were less) made Millville's textile operations unprofitable. The company liquidated textiles along with some of its other subsidiaries throughout the 1960s. Millville Manufacturing Company merged with Wawa Dairy Farms and Wawa Food Markets in 1968 and retained the Millville name for business purposes. The company officially changed its name to Wawa, Inc. in 1974.

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Wawa, Inc. grew throughout the 1970s, opening stores in eastern Pennsylvania, New Jersey, Connecticut, Delaware, and Maryland. These stores continued selling dairy and other fresh food products and added food service departments that made sandwiches and other hot foods. In 1977, Richard D. 'Dick' Wood, Jr. (Grahame's second cousin, b. 1938) became president of Wawa Food Markets and took over as Chief Executive Officer in 1981. Dick Wood presided over the continued growth of Wawa, Inc. during the 1980s and 1990s, which included adding coffee to the stores' list of products; expanding the line of hoagies and other foodservice products; introducing a myriad of technological innovations to product control, store management, and foodservice; and adding gasoline pumps at many stores.

Wawa, Inc. is privately owned by descendants of George Wood and company employees who participate in the Employee Stock Ownership Plan. Howard Stoeckel (b. 1945) became Chief Executive Officer of Wawa, Inc. in 2004 and is the first person who is not a member of the Wood family to hold the position. Many members of the Wood family retain key management positions including Dick Wood, who serves as Chairman of the Board. As of March 2009, Wawa, Inc. operates 570 stores and employs over 17,500 people.

Scope and Content

The Wawa, Inc. Public Relations files consists primarily of financial and operations records, advertising materials, Wawa product packaging, company newsletters, and press clippings. Although these files do not provide a detailed picture of finances and internal operations of Wawa, Inc., they allow for a fairly comprehensive view of the company's management philosophy, public relations efforts, internal communications to employees, advertising strategies, and the process of package design.

The Wawa, Inc. Public Relations Files are divided in seven series, organized by document or medium type. Items are arranged chronologically within each series. The series are as follows:

- Series 1: Financial and Operations Records
- Series 2: Packaging
- Series 3: Advertising and Promotion
- Series 4: Public Relations Records
- Series 5: Press Clippings
- Series 6: Company Newsletters
- Series 7: Textiles and Objects

Each series has a separate scope and content note at the beginning of its respective section in the inventory.

There are three other series of items housed in the Pictorial Collections that consist of photos, slides, transparencies; audio materials; and video materials. These items are an important supplement to the materials in this collection, especially for information on advertising, promotions, and the Wawa, Inc. management style.

Items in the Wawa, Inc. Public Relations files date from ca. 1950s to 2008, but a majority of the materials are from 1964 to 2004.

The materials in this collection were originally part of a larger collection of documents from Wawa, Inc., which was separated into two collections: Wawa, Inc. Audiovisual Materials (Pictorial, Acc. 2008.212) and the Wawa, Inc. Public Relations Files (Manuscripts and Archives, Acc. 2401). The Audiovisual Materials contain information supplemental to the Wawa Public Relations Files.

Please note that use of some items in the Wawa, Inc. Public Relations Files is restricted. Restricted materials are listed in each series inventory.

Series 1: Financial and Operations Records

The Financial and Operations Records series deals with the operations of the Wawa Food and Farm Markets (convenience stores). These items include yearly general ledgers and financial statements, lease invoices, lists of assets, monthly statements of operations (often by store), freight invoices, payroll records, merchandise reports, and various other operations reports. Most of the records are in their original bound format, although many have been placed in folders and labeled with original titles.

Items in the Financial and Operations Records series are arranged chronologically within each record type (i.e., financial statements and merchandise reports). Inclusive dates are 1964 to 1989; bulk dates are 1966 to 1972.

NOTE: Use of some items in the Financial and Operations Records Series is restricted.

Box 1:

Wawa Food Markets Monthly Financial Statements 1964 and 1965

Wawa Food Markets Financial Statements 9/1964—12/1965

December 1966 Wawa Dairy Farms, Inc., Wawa Food Markets, Inc.

Wawa Food Markets Financial Statements Year of 1966

Wawa Food Markets Financial Statements 1966

Wawa Food Markets Financial Statements 1967

Financial Statements December, 1968

Includes Millville Manufacturing Co., Wawa Dairy, and Wawa Food Markets

Wawa Food & Farm Mkts Financial Statements 1968 (Farm Markets from 5/68)

Financial Statements January 1969

Includes Wawa Food Markets and Wawa Dairy

Financial Statements February 1969

Includes Wawa Food Markets and Wawa Dairy

Financial Statements March 1969

Includes Wawa Food Markets and Wawa Dairy

Financial Statements April 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

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Financial Statements May 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

Financial Statements June 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

Financial Statements July 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

Financial Statements August 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

Financial Statements September 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

Financial Statements October 1969

Includes Millville Manufacturing Co., Wawa Food Markets and Wawa Dairy

Financial Statements November 1969

Includes Wawa Food Markets and Wawa Dairy

Financial Statements December 1969

Includes Wawa Food Markets and Wawa Dairy

Box 2:

Wawa Food & Farm Mkts Financial Statements for the Year 1969

Wawa Food/Farm Markets Financial Statements for Year 1970

Wawa Food/Farm Markets Financial Statements for Year 1971 (I)

Wawa Food/Farm Markets Financial Statements for Year 1971 (II)

Wawa Food Markets Financial Statements 1972 Jan.—June

Wawa Food Markets Financial Statements 1972 July—Dec.

Includes “The Millville Manufacturing Company and Subsidies Report on Examination of Consolidated Financial Statements and Additional Information, Two Years Ended December 31, 1972.”

Wawa Food Markets 1969 Account Analysis Assets and Liabilities

Lease Holding Improvements Invoices 1964-1967

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Lease Holding Improvements Invoices 1968

1966 Building

Regards Store #11, 69th Street, Upper Darby, PA.

Assets—1971

Regards Wawa buildings and properties.

Box 3:

***Note:** For Boxes 3-5, “Statement of Operations,” “Financial Work Papers,” “Store Profit & Loss,” “Supplemental Information to Financial Statements,” and “Financial Statements” refers to the same types of records.

Statement of Operations 4/68 to 12/68

Includes “store individual Profit & Loss”

Wawa Dairy Vendor Account

Information from Dec. 1968, Jan.-Sept. 1969, and April 1970

Statement of Operations May June August 1969

Includes Individual store Profit & Loss

Wawa Food & Farm Markets-May 1969 Financial Work Papers

Wawa Food & Farm Markets-June 1969 Financial Work Papers

Wawa Food & Farm Markets-July 1969 Financial Work Papers

Wawa Food Markets-Statement of Operations August 1969

Wawa Food Markets-Sept. 1969 Financial Work Papers

Oct. Food Mkts 1969

Nov. 1969 Food Mkts

Wawa Food Mkts Dec. 1969

January 1970 Statement of Operations by Store

February 1970 Statement of Operations by Store

March 1970 Statement of Operations by Store

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April 1970 Statement of Operations by Store

May 1970 Statement of Operations by Store

June 1970 Statement of Operations by Store

July 1970 Statement of Operations by Store

August 1970 Statement of Operations by Store

September 1970 Statement of Operations by Store

October 1970 Statement of Operations by Store

November 1970 Statement of Operations by Store

December 1970 Statement of Operations by Store

January 1971 Statement of Operations by Store

February 1971 Statement of Operations by Store

Box 4:

March 1971 Statement of Operations by Store

April 1971 Statement of Operations by Store

May 1971 Statement of Operations by Store

June 1971 Statement of Operations by Store

July 1971 Statement of Operations by Store

August 1971 Statement of Operations by Store

September 1971 Statement of Operations by Store

October 1971 Statement of Operations by Store

November 1971 Statement of Operations by Store

December 1971 Statement of Operations by Store

Statement of Operations January 1972

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Store Profit and Loss February 1972

Wawa Food Markets Statement of Operations by Store March 1972

Wawa Food Markets—Statement of Operations April 1972

Store Profit & Loss May 1972

Store Profit & Loss June 1972

Store Profit & Loss July 1972

August 1972

Supplemental Information to Financial Statements September 1972

Box 5:

Financial Statements October 1972

Supplemental Information to Financial Statements November 1972

Supplemental Information to Financial Statements December 1972

Freight Invoices 1966-67

Paper Binder, no label

Payroll expenses, Jan. 29 to June 6, 1969

Check Register 1969

Box 6:

Journal Book, no label

General Journal/Ledger, May-Dec. 1964; Jan., March 1965; 1966

Black paper binder, no label

Standard Journal, 1966

1967 Cash Receipts, Standard Journal, General Journal, Account Reconciliations

General Ledger 1967

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Farm Markets 1968

Includes Cash Receipts, Purchase Journal, Disbursement Journal, General Journal, and Standard Journal, April-December 1968

Dec. 31, 1968 General Journal Closing Entries Back-Up

Black paper binder, torn off label

Cash Receipts, Purchase Journal, Standard Journal, and General Journal, Jan.-May 1969

1969 Wawa Food Mkts General Journal, Cash Receipts Journal, Standard Journal

Black paper binder, no label

General Ledger 1969

Wawa Food Market Division General Ledger 1971

Box 7:

Purchase Journal, Disbursements Journal, 1966

Purchase Journal, Disbursements Journal, 1967

Box 8:

Disbursements Journal 1968

Disbursements Journal Jan.-May 1969

Box 9:

Wawa Food Markets, Inc. Store Merchandise Reports December 1967

Wawa Food Markets, Inc. Merchandise Reports January 1968

Wawa Farm Markets October Merchandise Reports 1968

Wawa Farm Markets Merchandise Reports November 1968

Wawa Farm Markets Merchandise Reports Dec. 1968

Wawa Farm Markets Merchandise Reports March 1969

Box 10:

Wawa Food Markets Merchandise Reports June 1969

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Wawa Food Markets Weekly Merchandise Reports 9/1/69—9/14/69

Wawa Food Markets Weekly Merchandise Reports wk. end 9/21—9/31/69

Box 11:

Purchase Journal 1965

Wawa Food & Farm Markets Purchase Journal June 1969 thru Dec. 1969

Wawa Food Markets Monthly Purchase Journal 1971

Box 12:

Wawa Food Markets Purchase Journal January 1972

Wawa Food Markets Purchase Journal Feb. 1972

Box 13:

Wawa Food Markets Purchase Journal & General Ledger March 1972

December 1972 Part I, Purchase Journal 1.)Administrative Expense Allocation, 2.)Store Operations Allocation, 3.)Assets, Liabilities, & Income Accounts

Box 14:

December 1972 Part II, Purchase Journal 1.)Expense Accounts, 2.)P.D.Q. Accounts

1969 Product Mixes Food & Farms

Mark-up by Vendor Category Summary 1st Half 1989

NOTE: This item is restricted until 2014.

Box 15:

NOTE: All items in Box 15 are restricted until 2014.

Vendor Reports 1989 (January through July)

Store Reporting Department Remittance Forms (12/31//88 to 7/2/89)

Report Totals (12/31//88 to 7/2/89)

Product Mix (12/31//88 to 7/2/89)

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Weekly Tie-In Vendor Report to General Ledger (12/31//88 to 7/2/89)

Box 30:

Summary of Insurance (1969)

Summary of insurance carried by Millville Manufacturing Company for its buildings, equipment, real estate, and employees. Includes the Wawa Dairy Farms, Wawa Food Markets, Wawa Farm Markets, and The Maurice River Company.

Summary of Insurance (1970)

Summary of insurance carried by Millville Manufacturing Company for all of its divisions.

Summary of Insurance (1971)

Summary of insurance carried by Millville Manufacturing Company for all of its divisions.

Group Ins. Wawa Food Mkts INA #GL-4211 (1968-69)

Items concern group life insurance for employees of Wawa Food Markets.

Fire Insurance (1968-70)

Items regard fire insurance for the Millville Manufacturing Company. Included are copies of fire insurance policies.

Group Insurance (1965)

Items refer to group life and health insurance plans for employees of Wawa Food Markets. Included is a list of Wawa Food Markets employees with their addresses, ages, and marital status.

Series 2: Packaging

The Packaging Series contains examples of Wawa, Inc. product packaging, proofs and renderings of packaging artwork, and documents that trace the process of packaging design. In the mid 1990's, Wawa, Inc. redesigned much of the packaging for their dairy and juice products (such as milk, ice cream, and flavored teas). A majority of Packaging Series items deal with these design changes, particularly the artwork for drink and ice cream cartons. These items also illustrate the interaction of Wawa, Inc. with various marketing, container, and supply companies that helped with the packaging redesign. Examples of these companies are Richard P. Ritter, Inc. (advertising and marketing firm), Turkey Hill Dairy, Sweetheart Cup Company, and container companies like Potlatch, Champion International, Westvaco, and Tetra Pak.

The Packaging Series is divided into two Subseries: Containers and Design. The Containers Subseries (Boxes 16-18, plus oversize items) contains examples of containers and artwork, and artwork proofs and renderings. The Design Subseries includes documents, notes, artwork proofs, and containers that were part of the design process. These items were originally housed in large folders that dealt with a specific aspect of container design.

The inclusive dates for the entire Packaging Series are ca. 1980's to 1996; a majority of the items are from 1990-1996.

NOTE: Use of some items in the Packaging Series is restricted.

Containers Subseries

Box 16:

Packaging Flats, Dairy and Juice Cartons (ca. 1990's)

Box 16 contains flat-packed cartons for dairy and juice products.

Brands other than Wawa:

Other Brands I

Carnation Coffe-mate Irish Creme, pint

Nescafé Mocha Cooler, pint

International Delight Amaretto, pint

Sherman's Fudge Sundae Ice Cream, pint

Sherman's Neapolitan Ice Cream, pint

Southern Comfort Non-Alcoholic Egg Nog, quart

Van Deal's Pöuden Vla Chocolate Dutch Treat, quart

Gourmet's Delight Chocolate Irish Cream Non-Alcoholic Cordial, quart

Other Brands II

Daisy Fresh Milk, half gallon

Dole Pine-Passion Banana Juice, half gallon

Dole Pineapple Juice, half gallon

Jewel Fruit Punch, half gallon

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Florida's Natural Orange Juice, half gallon
Tree Sweet Orange Juice, half gallon

Wawa Brands:

Teas and Juices I

Lemon Flavored Iced Tea, 12oz
Lemon Flavored Iced Tea, 64oz
Raspberry Flavor Iced Tea, 64oz
Lemonade, 12oz
Lemonade, 64oz
Pink Grapefruit Cocktail, 12oz

Teas and Juices II

Cranberry Lemonade, 64oz
Raspberry Lemonade, 64oz
Fruit Punch, 16oz
Fruit Punch, 64oz
Orange Drink, 12oz
Orange Drink, 64oz

Teas and Juices III

Orange Juice, 12oz
Orange Juice, 32oz
Orange Juice, 64oz

Cream

Light Cream, half pint
Light Cream, pint
Heavy Cream, half pint
Heavy Cream, quart

Half & Half

Half & Half, pint
Half & Half, Coffee Dispenser Pack, quart
Half & Half, quart

Egg Nog and Flavored Milk

Wawa Gold Egg Nog, pint
Wawa Gold Egg Nog, quart
Chocolate Lowfat Milk, half pint
Chocolate Lowfat Milk, pint
Chocolate Lowfat Milk, quart
Strawberry Lowfat Milk, pint

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Gallon Milk Stickers (labels for plastic gallon milk containers)

- Grade A Vitamin D Milk
- Lowfat Milk
- Thinkin' Thin Lowfat Milk
- Clover Sweet Nonfat Milk

Vitamin D Milk, Small Sizes

- Half pint
- Pint
- Quart

Vitamin D Milk, Half Gallon, I

- Soup and Coffee Dispenser Pack
- Regular Packs
- Promotional Packs

Vitamin D Milk, Half Gallon, II

- Promotional Packs

Lowfat Milk I

- Half Pint
- Pint
- Quart
- Half Gallon Dispenser Pack
- Half Gallon Regular Pack

Lowfat Milk II

- Half Gallon Promotional Packs

Thinkin' Thin Lowfat Milk I

- Pint
- Quart
- Half Gallon Dispenser Pack
- Half Gallon Regular Pack
- Half Gallon Promotional Packs

Thinkin' Thin Lowfat Milk II

- Half Gallon Promotional Packs

Box 17:

Packaging Flats, Milk Cartons; Packaging Artwork Proofs (1988-1996)

Box 16 contains flat-packed cartons for dairy products and artwork proofs for various dairy and juice containers.

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Wawa, Inc. Public Relations Files

Clover Sweet Nonfat Milk I

Half Pint

Quart

Half Gallon Dispenser Pack

Half Gallon Regular Packs

Clover Sweet Nonfat Milk II

Half Gallon Promotional Packs

Color Container Overlays (1988, n.d.)

Color plastic overlays for “The Magnum” cups (1988) and Strawberry Lowfat Milk cartons.

Ice Cream Lid Illustrations (1990)

Black and white photocopies.

Flavor Creamers (1995)

Concept art and memorandums for flavored creamer cartons.

Sweetheart Art Approval Forms (1996)

Customer approval forms for special print art and proof sheets for frozen yogurt containers. Forms and art are from the Graphic Services division of Sweetheart Cup Company, Springfield, Missouri.

NOTE: Items in this folder are restricted until 2021.

Container Renderings (n.d.)

Watercolor renderings of dairy and juice containers.

Pint Container Illustration Overlays (n.d.)

Black and white overlays for colors used in milk and juice containers.

Dairy Pledge Artwork (n.d.)

Proof sheet and 3½ inch computer disk of “Dairy Pledge” artwork.

Dinosaur Art (n.d.)

Proofs of dinosaur art. Includes “pterandon,” “stegosaurus,” “corythosaurus,” and “triceratops.”

Color Milk Carton Sheet (n.d.)

Color advertising sheet displaying the four types of Wawa milk.

Box 18:

Packaging Binder (ca. 1980's)

Items in Box 18 were originally housed in a three ring binder and include examples of small packaging and packaging labels. These items include deli meat labels; deli meat wrappers; fronts of ice cream boxes; dairy, tea, and juice cartons; sugar and sweetener packets; matchbook covers; ½oz. Half and Half lids; a napkin; butter wrapper; and 1lb. butter box. All items are small and are glued to pages from the binder.

Containers Subseries, Oversized Items, Box 28:

Cultured Nonfat Buttermilk, quart carton

Lightly Salted Sweet Cream Butter, 16oz box

Pink Grapefruit Sketches (1989)

Sketches of pint and half gallon Pink Grapefruit Cocktail cartons.

Cream Container Illustration Proofs (1992)

Proofs for cream containers, colored paint on plastic overlays.

Color Ice Cream Overlays (n.d)

Color plastic overlays of ice cream carton lid artwork.

Alpine Lace Overlays (n.d.)

Color plastic overlays of Alpine Lace cheese carton artwork.

Containers Subseries, Oversized Items, Box 29:

Carton Artwork Photocopies (1990)

Black and white photocopies of cartons made by International Paper.

Light Country Fresh Ice Milk Illustration Proofs (1990)

Illustration proofs for Wawa Light Country Fresh Ice Milk containers. Design by Sealright Co., Fulton, New York.

Sweetheart Illustration Proofs (1996)

Color and black and white illustration proofs for frozen yogurt and ice cream containers by Sweetheart Cup Co.

Three Color Wawa Barn Illustration (n.d.)

Black and white proof of three color barn illustration used on dairy packaging.

Design Subseries

NOTE: All items in the Design Subseries are restricted until 2020.

Box 19:

Wawa Juices Folder (1993-1995)

The contents of **Box 19** were originally housed together in one large folder. All items deal with a 1994 redesign of Wawa drink and dairy packaging; these specifically deal with juices (orange juice, orange drink, fruit punch), flavored teas, and milk. Wawa Juices items include correspondence, notes, artwork proofs, proof approval forms, and examples of packaging.

Box 20:

Ice Cream Folder (1993-1995)

The contents of **Box 20** were originally housed together in one large folder and deal with a 1994 redesign of packaging. Items in **Box 20** specifically deal with ice cream and frozen yogurt. Ice Cream Folder items include correspondence, notes, artwork proofs, color and design notes, FDA labeling requirements and compliance information, and marketing research studies on customer preferences for package design.

Box 21:

Dairy Folder (1994)

Items in **Box 21** were originally housed in one large folder and concern the 1994 redesign of Wawa, Inc. packaging. There are several folders within the larger folder, which are individually labeled within **Box 21**. The Dairy Folder items cover dairy products other than ice cream such as milk, egg nog, strawberry milk, and chocolate milk. These items include notes, correspondence, artwork proofs, proof approval forms, packaging, and the entry form for the Master Dairies "Golden Udder Award." Examples of orange juice and flavored tea packages are also in **Box 21**.

Folder list for Box 21:

- Dairy I (not originally in its own folder)
- Dairy II (not originally in its own folder)
- Egg Nog
- Chocolate Milk
- Dairy Labeling
- Egg Nog
- Folder, no label
- Master Dairies (contains "Golden Udder Award" information)
- Dairy Packaging
- Dairy Packaging Design
- Dairy III (not originally in its own folder)

Series 3: Advertising and Promotion

The Advertising and Promotion Series includes Wawa, Inc. advertising materials and items dealing with the process of developing advertisements and promotions. Materials in this series document much of the Wawa, Inc. advertising and promotions efforts throughout the 1990's. Examples of the items found in this series include FSI's (Free Standing Inserts; double sided 8½ x 11 sheets typically inserted in newspapers and bulk mailings); POS items (Point of Sale; advertisements positioned literally at the point of sale, usually by cash registers, on walls and windows, or hung from ceilings); manager's packets issued in conjunction with advertising or promotional campaigns; advertising proofs; and internal corporate documents concerning advertising and promotions.

The Advertising and Promotion Series is divided into three Subseries:

FSI/POS Subseries: Consists of FSI and POS materials.

Promotions Subseries: Includes press and manager's packets for promotions, examples of advertising copy, advertising proofs, and other materials relating to promotions.

Internal Documents and Art Subseries: Items include internal documents on subjects like trademarks, product name generation, and advertising philosophy; market research; the 2001 Wawa Brand Identity System; and renderings of Wawa related artwork.

The inclusive dates for the Advertising and Promotion Series are 1985 to 2001; bulk dates are 1989 to 1994.

NOTE: Use of some items in the Advertising and Promotion Series is restricted.

FSI/POS Subseries

Box 17:

FSI, POS Easels (1991)

For Wawa 2ft. and Shorti Hoagies.

Hoagie and Coffee Promotional Kit Envelope (1991)

Kit includes POS easel cards, table tents, and ceiling dangler. Originally housed in a large envelope.

FSI, POS (1992)

FSI's and POS poster for hoagies, hoagie meals, and seedless red grapes.

FSI's (1992-1993)

FSI's for hoagies and sheets listing drop dates for various FSI's. Originally in a folder labeled "FSI's."

FSI/POS (1993)

FSI's and POS easel cards for hoagies, milk, coffee, party platters, and Dunkin' Donuts Donut Holes.

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POS Easel Cards (1994)

POS easel cards for sandwiches and breakfast bagels.

POS Easel Cards (n.d.)

POS easel cards for Underdog Express, buffalo bites, Healthy Choice party platter, and Healthy Choice coupons.

FSI/POS Subseries, Oversized Items, Box 28:

Party Platter Brochure (1992)

Proofs for Party Platter brochures.

Underdog Express POS Easel Cards (1993)

POS easel cards of the Underdog Express menu.

Soup Cup Easel Card Envelope (1994)

POS easel card for soup; originally in a large envelope.

Breakfast Sausage Sandwich POS Easels (1994)

POS easel cards for Underdog Express breakfast sausage sandwich.

Wawa Milk POS Easel Card (n.d.)

POS easel card for Wawa milk.

FSI/POS Subseries, Oversized Items, Box 29:

Party Platter POS Banner (1993)

Plastic POS banner for Wawa Party Platters.

FSI/POS Subseries, Posters, Map Case Drawer 105:

Best Takeout Coffee Poster (1980)

Hot Turkey Shorti or Bowl POS Poster (2007)

48" x 31¼" corrugated plastic poster.

Hot Turkey Shorti of Bowl POS Poster (2007)

48" x 28" paperboard poster.

Hot Turkey Shorti or Bowl POS Poster (2007)

Two 36" x 20" paperboard posters.

Chocolate Caramel Coffee POS Poster (2007)

Two 40" x 28" paperboard posters.

Chocolate Caramel Coffee POS Poster (2007)
28" x 24" paperboard poster.

Promotions Subseries

NOTE: Many items in the Promotions Subseries are restricted.

Box 17:

Fresh Buffet (1989)

Correspondence and press kits for Wawa's "Fresh Buffet" line of chilled entrees.

NOTE: Items in this folder are restricted until 2014.

Deli Days (1990)

Advertisements, "Manager's Guide" (for Wawa store managers), logo art, correspondence, and promotional materials for the Deli Days promotion.

NOTE: Items in this folder are restricted until 2015.

Rocky V (1990)

Correspondence, advertisements, and various ephemera regarding Wawa's attempts to get product placement in the film "Rocky V."

NOTE: Items in this folder are restricted until 2015.

Hot, Hot, Hot Advertising Campaign (1990)

In 1990, Wawa undertook its first multi-million dollar advertising campaign; it was titled "Hot, Hot, Hot" because of its use of a popular song by the same title. The campaign included television, radio, and printed advertisements. This folder contains press clippings, production notes, correspondence, advertisement proofs, "manager's guides", and other ephemera about the campaign. Copies of the video and radio advertisements are with the Audio and Video Materials (in Imprints, Pictorial, or wherever they will be housed).

NOTE: Items in this folder are restricted until 2015.

Philadelphia Freedom Festival (1990-1991)

Schedule, brochure, and other ephemera from the 1990 and 1991 Philadelphia Freedom Festivals.

NOTE: Items in this folder are restricted until 2016.

Conn. Adv. Test Folder (1990-1991)

Advertising postcards, FSI's, and lyrics and music for a breakfast jingle. These items were part of an advertising campaign in Connecticut. Originally in a folder labeled "Conn. Adv. Test."

NOTE: Items in this folder are restricted until 2016.

B&W High School Ad (1991)

Black and white proof for a "Shorti Hoagie" advertisement.

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Hoagie Promotion (1991)

FSI's, "Manager's Guides", and notes for a Wawa hoagie promotional campaign.

NOTE: Items in this folder are restricted until 2016.

Philadelphia Highlights Brochure (1993)

Brochure highlighting center city Philadelphia; includes historic points of interest and the locations of center city Wawas. Wawa created the brochure for the sailors of the U.S.S. John F. Kennedy, who were stationed in Philadelphia while their ship underwent an overhaul at the Navy Yard. See Company Newsletters Series, Box 25, *Blueprint*, October 1993 (Vol. 3, Issue 10).

Laurentis Coffee Punch Card Proof (1993)

Proof for a coffee punch card Laurentis Coffee, Houston Hall, University of Pennsylvania.

Menus (1993)

Menus and menu proofs for deli food items available at various Philadelphia and Connecticut locations.

TV Guide (1994)

Notes, market and cost analysis, and advertisement proofs for advertisements in the Philadelphia area TV Guide.

NOTE: Items in this folder are restricted until 2019.

Sizzli Breakfast Sandwich (1997)

Promotional packet for the Sizzli Breakfast Sandwich. Materials include press release, item fact sheet, informational materials on Wawa, Inc., and a Sizzli pin.

Miscellaneous Promotions (1989-1999, n.d.)

Advertisements, press clippings, notes, brochures, "Manager's Guide", and correspondence on various Wawa promotions, including coffee and deli promotions, the "Hot Numbers" game, and the "Rendelli" sandwich.

NOTE: Items in this folder are restricted until 2024.

Wawa Gold Gourmet Coffee Printing Plates (n.d.)

Printing plates to Wawa Gold Gourmet Coffee advertising cards.

Promotions Subseries, Oversize Items, Box 28:

Advertisement Proofs (1992)

Advertisement proofs for hoagie and "500th Store" promotions.

Promotions Subseries, Oversize Items, Box 29:

Billboard Advertisement Proofs (1997-1998)

Billboard advertisement proofs for Wawa hoagies, no surcharge ATMs, coffee, breakfast combo meal, fountain drinks, bakery items, and cigarettes. There are two sets of proofs, one done by Impact Imaging, Inc. (light gray covers, 17x7 inches), the others by Vision International (dark gray covers, 23x10¼ inches). Both sets deal with the same types of products.

Promotions Subseries, Oversize Items, Map Case Drawer 105:

Philadelphia Freedom Festival Photo (1991)

Enlarged photo of a Wawa employee holding a hoagie in front of a Wawa ice cream display at the 1991 Philadelphia Freedom Festival.

Internal Documents and Art Subseries

NOTE: Many of the items in the Internal Documents and Art Subseries are restricted.

Box 17:

Advertising Philosophy and Guidelines (1985, 1990)

Statements of Wawa's advertising philosophies and guidelines.

NOTE: Items in this folder are restricted until 2010 and 2015.

Trademarks (1991, 1993-1994)

Correspondence, notes, application forms, and copies of trademark certificates for Wawa, Inc. food products.

NOTE: Items in this folder are restricted until 2019.

Name Generation (1993)

Notes and correspondence on the procedures for a name generation focus group conducted by Richard P. Ritter, Inc., to come up with a name for a deli bagel sandwich.

NOTE: Items in this folder are restricted until 2018.

Take-Out Lunch Research (1994)

Marketing research on take-out lunches done by Hughes Marketing Communications, Media, Pennsylvania. Includes the summary and results, a copy of the survey questions, and raw data sheets.

NOTE: Items in this folder are restricted until 2019.

Hoagie Line Art (1992)

Line art of a hoagie sandwich.

Wawa Goose Rendering (n.d.)

Rendering of the Wawa Goose in chef's hat and apron holding a spoon.

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Wawa Logo Renderings (n.d.)
Two renderings of Wawa, Inc. logos.

Box 22:

Wawa Brand Identity System (2001)

Created by Richard P. Ritter, Inc. and the Wawa, Inc. Advertising Department, the Wawa Brand Identity System defines the Wawa company logo and provides instructions for the logo's usage, proper colors, typography, and applications, and explains logo usage in various applications (such as on letterhead and uniforms). The Wawa Brand Identity System is housed in its original three ring binder and includes all sections and the "Wawa Brand Identity System Pocket Guide" brochure.

Series 4: Public Relations Records

The Public Relations Records series is a conglomeration of materials about Wawa, company management, company activities, and Wawa CEO Richard D. 'Dick' Wood, Jr. A majority of these items were generated by Wawa management or members of the public relations staff. Examples include company history fliers, internal communications and manuals, documents from litigation against Wawa, and various other materials about Wawa stores and personnel. Although these materials are not management documents per se, they help supplement an understanding of Wawa's system of management and give insight into Wawa stores founder Grahame Wood and his successor, Dick Wood. These documents also help illustrate the public image Wawa, Inc. wanted to portray in its market areas.

Inclusive dates of the Public Relations Records series is ca. 1970s to 2008; bulk dates are 1982 to 2004.

NOTE: Use of some items in the Public Relations Records Series is restricted.

Box 23:

Litigation File (1982-2006)

Deposition, notes, verdict, and appeal forms for the case Salvatore Paoella vs. Grahame Wood and Wawa, Inc. Includes a 119 page deposition from Grahame Wood concerning the case; this document includes information on Wawa stores' early years and management practices.

Woody & Wally Postcards (1992)

Postcards announcing the cartoon characters Woody and Wally that appeared in Wawa management literature during the summer of 1992.

Company History Materials (1994-1996, n.d.)

Brochures, fliers, and calendar cover that give brief histories of Wawa, Inc., and historic buildings owned by Wawa.

President's Club (1994-95, 1997-98)

Brochures, correspondence, and flyers on the Wawa President's Club, which was an incentive program for store managers and store supervisors.

NOTE: Items in this folder are restricted.

Employee Incentive Programs (1995, 1997-98, n.d.)

Fliers, posters, and brochures about employee incentive programs.

NOTE: Items in this folder are restricted.

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Wawa, Inc. Public Relations Files

MIP (1997)

Outline and printed copy of PowerPoint slides for the Wawa 1997 Management Incentive Participants (MIP) meeting.

NOTE: Items in this folder are restricted until 2022.

Fleet Maintenance Facility Folder (1995)

Press releases on and photos of the Wawa, Inc. Fleet Maintenance Facility.

NACS Binder (1995)

Three folders of materials from a three ring binder about the 1995 National Association of Convenience Stores conference held in Chicago, 15 October 1995. Wawa CEO Richard 'Dick' Wood, Jr., spoke at the conference. Materials include notes, correspondence, teleprompter scripts for Wood's speech, press clippings, and the "Wawa University Course Catalog."

Folder List:

NACS Binder, Front Cover (items from the binder's front cover)

NACS Binder (items from the inside of the binder)

NACS Binder, Back Cover (items from the binder's back cover; includes the Wawa University Course Catalog)

NOTE: Items in these folders are restricted until 2020.

AS/RS Folder (2000)

Press release, fact sheets, Wawa company newsletter, and management survey about the installation of the AS/RS (Automated Storage and Retrieval System) at Wawa's cold beverage storage warehouse.

Store Photo Slides Information (2007)

Key to slides in the "Store Photo Slides" binder, located in the Photos, Slides, and Transparencies section of the Wawa, Inc. Audiovisual Materials (Hagley Pictorial Accession 2008.212). The binder contains exterior images of Wawa stores; the key includes information such as store building and opening dates, renovation dates, closing dates, store addresses and phone numbers, and names of store managers.

Press Kit Folder (2008)

Wawa, Inc. press kit; includes reprints of articles from magazines and trade journals and informational fliers on the company.

Miscellaneous Documents (1982-2008, n.d.)

These documents include fliers about Wawa's efforts for charities; "Weekly Labor, Sales, and Shrinkage Analysis Week Ending 8/11/90"; a copy of the 2000 Newcomen Society Address by Richard D. 'Dick' Wood, Jr.; a press release for Wawa convenience stores' 40th anniversary (2004); a list of messages displayed on Wawa gas pumps; and other documents about Wawa.

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Store Policy and Procedure Manual (n.d.)

Wawa Food and Farm Markets Store Policy and Procedure Manual.

Recruitment Literature (n.d.)

Recruitment literature for Wawa management positions. Possibly from late 1970's and 1980's.

Box 31:

Folders in **Box 31** are alphabetical files from the Wawa, Inc. Public Relations Department.

NOTE: All items in Box 31 are restricted.

Ari Shiner-25th Anniversary (1991, 1994-95, 2001, 2006)

Newspaper clippings, press releases, and fact sheets on Wawa employee Ariel 'Ari' Shiner, Wawa manager Joe Bendas, and the Eden Family of Services (also known as the Eden Institute). The Eden Family of Services is an organization that works with autistic children and adults. Ari Shiner was the first autistic person to work for Wawa, Inc. and Joe Bendas was the store manager who hired him.

Beneficiaries—2000 (2000)

Itinerary and presentation outlines for the 18 November 2000 Wawa, Inc. Beneficiaries Meeting.

Big Brothers/Big Sisters (1990-91, 1994)

Correspondence, press releases, and photographs concerning fundraising activities carried out by Wawa, Inc. for the Big Brothers/Big Sisters program.

Cappuccino (1991, 1993-95)

Letters of complaint to Wawa, Inc. along with responses. The folder begins with a letter of complaint about a Wawa advertisement for cappuccino.

Cerebral Palsy (1991)

Press releases and photos regarding the donation of a van by Wawa, Inc. to the organization United Cerebral Palsy of Delaware County (Pennsylvania).

Connecticut Information (1996)

Items regard the liquidation of Wawa, Inc. stores in Connecticut.

Eden Institute (1991-93, 1995, 1997)

Items refer to the interaction between Wawa, Inc. and the Eden Family of Services (also known as the Eden Institute) and the Bancroft Convenience Store Training Program. Both entities help teach people with developmental disorders to cope in the workplace. Also includes items on the Wawa House, which was a joint venture with the Eden Family of Services.

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Flood Relief '93 (1992-93)

Items regard fundraising efforts carried out by Wawa, Inc. for flood relief. These monies were donated to the American Red Cross.

Wawa Good Neighbors (1992-93, 1996)

Fliers, brochures, and information sheets on Wawa Good Neighbors, the company's corporate charities program.

Good Neighbors Issues & Committee Assignments (1996)

Summaries of a meeting on Wawa, Inc. corporate charities programs.

Hurricane Relief Channel 10—1992 (1992)

Items regard a fundraising drive to help victims of Hurricane Andrew. Wawa, Inc. and WCAU-TV Channel 10 in Philadelphia collaborated on the drive.

Milk Made Program (1993, 2002, n.d.)

Items refer to educational outreach programs developed by Wawa, Inc., particularly the "Milk Made" program. "Milk Made" was a set of activities for grade school students that explained how milk got from the cow to the carton. Items include a "Milk Made" lesson plans, activity books, and overhead projector sheets; a letter from students; and a draft of the "Milk Made" booklet.

New Bolton Center—Dairy (1996)

Items regard a \$25,000 donation Wawa, Inc. made to purchase dairy cows for the New Bolton Center, a campus of the University of Pennsylvania School of Veterinary Medicine in Kennett Square, Pennsylvania. This folder includes an interview and correspondence that discuss the Wood family and the operations of the Wawa Dairy in the first half of the twentieth century.

99 Recognition Program Presentation (1998-99)

Items refer to the 1999 Wawa, Inc. employee recognition and incentive program and the Wawa "Prize Patrol." Items in the folder include literature on employee recognition, cost breakdown for the program, lists of prizes, and notes for a presentation on the program.

1994 Recognition (1993-94)

Items concern the 1994 Wawa, Inc. employee recognition and incentive program, called "Wawa All-Stars." Brochures outlining the program, drafts of the brochures, cost breakdown for the program, and notes on program planning are included in this folder.

Treasure Brochure (1998)

Fliers, brochure drafts, and transparencies for the 1998 Wawa, Inc. employee recognition and incentive program, called "Wawa Treasures."

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Sunshine Foundation (1987, 1993-94)

Correspondence, brochures, and newsletters regarding fundraising efforts Wawa, Inc. carried out for the Sunshine Foundation, a Philadelphia based charity organization. The Sunshine Foundation was established to help grant wishes to chronically and terminally ill children.

Wawa Values (1999)

Items regard a focus group meeting on the Wawa, Inc. "Core Values" and a luncheon to formally announce and explain these values.

Oversize, Box 28:

Miscellaneous Items (1988, n.d.)

Items include instructions for graphic design software, countertop material samples, 1988 "table tent" advertising Virginia Special Olympics, and an airbrushed photo of a yacht.

Oversize, Box 29:

Awards/Proclamations (1994, n.d.)

Wawa "Proclamations" made to the Philadelphia Navy Yard and he manager and associates of Wawa store number 522 (1994); Resolution by the New Jersey General Assembly to Wawa, Inc. and Eden Institute Inc. for charity work in New Jersey (n.d.).

Posters, Map Case Drawer 105:

"Captain Clean" Poster (ca. 1980's)

"We Remember" Poster (2002)

Series 5: Press Clippings

The Press Clippings series consists of articles from magazines and newspapers about Wawa, Inc. A majority of the pieces come from periodicals in areas where there are or were Wawa, Inc. stores (Connecticut, New Jersey, Pennsylvania, Philadelphia, Delaware, Maryland, and Virginia). These writings cover a variety of topics, including store associates, philanthropic activities, store promotions, development, and opinion/editorial pieces about Wawa, Inc. and American convenience stores. Some of the articles come from trade journals and deal with various aspects of Wawa, Inc. operations such as marketing, selling gasoline, management philosophy, and merchandising.

The Press Clippings are arranged chronologically by year, and by month within each year. Inclusive dates are 1974 to 2007; bulk dates are 1990 to 2004.

Box 23:

1974, 1979
1980, 1985, 1988
1990 (includes articles on “Hot, Hot, Hot” advertising campaign)
1991
1992 (includes articles on the creation of “Hoagie Day”)
1993
January-June 1994
July-December 1994
1994 Packet (packet of articles put together by Wawa from 1994)
1995 (includes articles on PNC Bank’s installation of ATM’s in Wawa stores)
1996
1997 (only includes one item)
January-February 1998 (topics include effects of 1998 New Jersey cigarette tax)
March-December 1998 (topics include late year gasoline “price war”)

Box 24:

January-August 1999
September-December 1999 (topics include use of ATM’s with no surcharge, an October Teamster’s Union strike, and legal trouble with tobacco billboards)
Work Stoppage Press Clippings & Customer Letters, 1999
(booklet created by Wawa that includes articles about the October 1999 Teamster’s Union strike and letters by Wawa CEO Richard ‘Dick’ Wood published in local newspapers)
May-July 2000 (no items from Jan.-April)
August-December 2000
January-July 2001
August-November 2001
2002

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May-September 2003 (no Jan.-April)

October-December 2003

January-April 2004 (includes articles on Wawa's 40th anniversary)

May-November 2004 (includes articles on Wawa's 40th anniversary; no items from Dec.)
2005

January-July 2006

August-December 2006

2007

2008

No Dates (press clipping items without dates, placed in approximate chronological order)

Series 6: Company Newsletters

The Company Newsletters series consists of newsletters Wawa, Inc. published for its employees between 1980 and 2007. The newsletters cover such topics as employee benefits, physical expansion, new products, employee incentive plans, new technologies used in stores and throughout the company's various divisions, Wawa, Inc. charity and philanthropic activities, and incidental information about the company's executives, especially Richard D. 'Dick' Wood, Jr.

The Wawa, Inc. newsletters underwent several alterations, each with a new title and revised format. The titles included in this collection are: *The Honker*, *Nobody Does it Better*, *Illuminations*, *Blueprint*, *Scoreboard*, *Wawa Vision*, *My Wawa*, and *UNO*. Newsletters in the first folder, **Box 25**, (*Your Health & Fitness*, *Safety Edition*) were distributed to employees but not published by Wawa. The item in the second folder, **Box 25**, is an internally generated newsletter, but not part of the larger serial series contained in this collection.

Items in the Company Newsletters series are arranged chronologically and by title; newer titles supersede older ones. In many cases the newsletter edition numbers are not accurate, making it necessary to go by title and date for identification.

The bulk and inclusive dates of this series are 1980 to 2007.

Box 25:

Your Health & Fitness, Safety Edition (1982-1983)

One folder, includes only two editions:

Vol. 4, No. 6 December 1982/January 1983

Vol. 5, No. 1 February/March 1983

*NOTE: These are not in-house publications, but are stamped with the Wawa, Inc. corporate logo.

Bulletin (1982)

One folder which includes excerpts from 10 November 1982 edition of "Bulletin" newsletter. The primary article from this newsletter deals with the death of Grahame Wood (1915-1982, founder of Wawa convenience stores).

The Honker (1980-1988)

The Honker Excerpts

Includes photocopied excerpts from Fall 1980 and Summer 1981 editions.

Summer 1985

Fall 1985

Winter 1986 (includes inserts)

Fall 1986

Winter 1987

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Spring 1987
Special Edition, September 1987 (includes two versions of the "Special Edition")
Vol. 4, No. 1 (1988?)
Vol. 4, No. 2 (1988?)

Nobody Does It Better (1988-1990)

Vol. 1, Issue 1 March 1988
*April 88 missing.
Vol. 1, Issue 3 May 1988
Vol. 1, Issue 4 June 1988
Vol. 1, Issue 5 July 1988
*Aug. 88 missing.
Vol. 1, Issue 7 September 1988
Vol. 1, Issue 8 October 1988
*Nov. 88 missing.
Vol. 1, Issue 10 December 1988

Vol. 2, Issue 1 January 1989
Vol. 2, Issue 2 February 1989
Vol. 2, Issue 3 March 1989
Vol. 2, Issue 4 April 1989
Vol. 2, Issue 5 May 1989
Vol. 2, Issue 6 June 1989
Vol. 2, Issue 7 July 1989
Vol. 2, Issue 8 August 1989
Vol. 2, Issue 9 September 1989
*Oct. 89 missing.
Vol. 2, Issue 11 November 1989
Vol. 2, Issue 12 December 1989

Vol. 3, Issue 1 January 1990
*Feb. 90 missing.

Illuminations (1990)

Vol. 1, Issue 1 April 1990
*No May 90
Vol. 1, Issue 2 June 1990
*July 90 missing.
Vol. 1, Issue 4 August 1990
Vol. 1, Issue 5 September 1990
Vol. 1, Issue 6 October 1990
*Nov. 90 missing.
Vol. 1, Issue 8 December 1990

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Blueprint (1991-1993)

Vol. 1, Issue 1 January 1991
 *Feb. 91 missing.
Vol. 1, Issue 2 March 1991
Vol. 1, Issue 3 April 1991
Vol. 1, Issue 4 May 1991
Vol. 1, Issue 5 June 1991
 *July 91 missing.
Vol. 1, Issue 7 August 1991
Vol. 1, Issue 8 September 1991
Vol. 1, Issue 9 October 1991
Vol. 1, Issue 10 November 1991
 *Dec. 91 missing.

Vol. 2, Issue 1 January 1992
Vol. 2, Issue 2 February 1992
Vol. 2, Issue 3 March 1992
Vol. 2, Issue 4 April 1992
Vol. 2, Issue 5 May 1992
Vol. 2, Issue 6 June 1992
Vol. 2, Issue 7 July 1992
Vol. 2, Issue 8 August 1992
Vol. 2, Issue 9 September 1992
Vol. 2, Issue 10 October 1992
Vol. 2, Issue 11 November 1992
Vol. 2, Issue 12 December 1992

Vol. 3, Issue 1 January 1993
Vol. 3, Issue 2 February 1993
Vol. 3, Issue 3 March 1993 (incomplete?)
 *April 93 missing.
 *May 93 missing.
 *June 93 missing.
Vol. 3, Issue 7 July 1993
 *Aug. 93 missing.
Vol. 3, Issue 9 September 1993
Vol. 3, Issue 10 October 1993 (see brochures with PR handouts)
Vol. 3, Issue 11 November 1993
Vol. 3, Issue 12 December 1993

Scoreboard (1994)

Vol. 1, No. 1 January 1994
 *No Feb. 1994
Vol. 1, No. 2 March 1994

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Vol. 1, No. 3 April 1994
Vol. 1, No. 4 May 1994
 *June 1994 missing.
Vol. 1, No. 6 July 1994
 *Aug. 94 missing.
 *Sept. 94 missing.
 *Oct. 94 missing.
 *Nov. 94 missing.
Vol. 1, No. 10 December 1994

Wawa Vision (1995-1999)

Vol. 1, No. 1 January 1995
 *No Feb. 95
Vol. 1, No. 2 March 1995
Vol. 1, No. 3 April 1995
Vol. 1, No. 4 May 1995
Vol. 1, No. 5 June 1995
Vol. 1, No. 6 July 1995
Vol. 1, No. 7 August 1995
 *Sept. 95 missing.
Vol. 1, No. 7 October 1995 (same series number as August)
 *Nov. 95 missing.
Vol. 1, No. 10 December 1995

 *Jan. 96 missing.
 *Feb. 96 missing.
Vol. 2, No. 2 March 1996
Vol. 2, No. 3 April 1996
Vol. 2, No. 4 May 1996
Vol. 2, No. 5 June 1996
Vol. 2, No. 5 July 1996 (same series number as June)
Vol. 2, No. 6 August 1996
Vol. 2, No. 7 September 1996
Vol. 2, No. 8 October 1996
 *Nov. 96 missing.
Vol. 2, No. 9 December 1996

Vol. 1, No. 1 January 1997
Vol. 1, No. 2 February 1997
Vol. 1, No. 3 March/April 1997
Vol. 1, No. 4 May 1997
Vol. 1, No. 5 June 1997
Vol. 1, No. 6 July 1997

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Vol. 3, No. 7	August 1997 (break in numerical sequence)
Vol. 3, No. 8	September 1997
Vol. 3, No. 9	October 1997
Vol. 3, No. 10	November/December 1997

Box 26:

*Jan. 98 missing.	
Vol. 4, No. 2	February 1998
Vol. 4, No. 3	March 1998
Special Edition, March 4, 1998	(for Dick Wood's 60 th birthday)
Vol. 4, No. 4	April 1998
Vol. 4, No. 5	May 1998
Vol. 4, No. 6	June/July 1998
Vol. 4, No. 7	August 1998
Vol. 4, No. 8	September 1998
*Oct. 98 missing.	
Vol. 4, No. 10	November 1998
Vol. 4, No. 11	December 1998

*Jan. 99 missing.	
*Feb. 99 missing.	
Vol. 5, No. 2	March 1999
Vol. 6, No. 3	April 1999 (break in numerical sequence)
Vol. 6, No. 4	May 1999
*June 99 missing.	
Vol. 6, No. 5	July 1999
Vol. 6, No. 6	August 1999
*Sept. 99 missing.	
Vol. 6, No. 7	October 1999
Vol. 6, No. 8	November 1999
Vol. 6, No. 9	December 1999

My Wawa (2000-2004)

Vol. 1, No. 1	January 2000
Vol. 1, No. 2	February 2000
Vol. 1, No. 3	March 2000
Vol. 1, No. 4	April 2000
Vol. 1, No. 5	May 2000
Vol. 1, No. 6	June 2000
*July 00 missing.	
*Aug. 00 missing.	
Vol. 1, No. 9	September 2000

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Vol. 1, No. 10	October 2000	
Vol. 1, No. 11	November 2000	
Vol. 1, No. 12	December 2000	
Vol. 2, No. 1	January 2001	
*Feb. 01 missing.		
*March 01 missing.		
Vol. 2, No. 4	April 2001	
Vol. 2, No. 5	May 2001	
Vol. 2, No. 6	June 2001	
Vol. 2, No. 7	July 2001	
Vol. 2, No. 8	August 2001	
Vol. 2, No. 9	September 2001	
Vol. 1, No. 1	October 2001	(break in numerical sequence)
*Nov. 01 missing.		
Vol. 1, No. 3	December 2001	
Vol. 2, No. 1	January 2002	
Vol. 2, No. 2	February 2002	
Vol. 2, No. 3	March 2002	
Vol. 2, No. 4	April 2002	
Vol. 2, No. 5	May 2002	
Vol. 2, No. 6	June 2002	
Vol. 2, No. 7	July 2002	
Vol. 2, No. 8	August 2002	
Vol. 2, No. 9	September 2002	
Vol. 2, No. 10	October 2002	
Vol. 2, No. 11	November 2002	
Vol. 2, No. 12	December 2002	
Vol. 1, No. 1	January 2003	(break in series numerical sequence)
Vol. 1, No. 2	February 2003	(break in series numerical sequence)
Vol. 3, No. 3	March 2003	
Vol. 3, No. 4	April 2003	
Vol. 3, No. 5	May 2003	
Vol. 3, No. 5	June 2003	(same series number as May)
Vol. 3, No. 7	July 2003	
Vol. 3, No. 8	August 2003	
Vol. 3, No. 9	September 2003	
Vol. 3, No. 10	October 2003	
Vol. 3, No. 11	November 2003	
Vol. 3, No. 12	December 2003	
*Jan. 04 missing.		
*Feb. 04 missing.		

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Vol. 4, No. 3 March 2004
Vol. 4, No. 4 April 2004
Vol. 4, No. 5 May 2004
Vol. 4, No. 6 June 2004
Vol. 4, No. 7 July 2004
 *Aug. 04 missing.
Vol. 4, No. 9 September 2004
 *Oct. 04 missing.
 *Nov. 04 missing.
 *Dec. 04 missing.

UNO (2005-2007)

 *Jan. 05 missing.
 *Feb. 05 missing.
 *March 05 missing.
 *April 05 missing.
 *May 05 missing.
 *June 05 missing.
 *July 05 missing.
Vol. 1, No. 5 August 2005
 *Sept. 05 missing.
Vol. 1, No. 7 October 2005
Vol. 1, No. 8 November 2005
 *Dec. 05 missing.

Vol. 2, No. 1 January 2006
Vol. 2, No. 2 February/March 2006
Vol. 2, No. 2 April 2006 (same series number as Feb./March)
Vol. 2, No. 3 May 2006
Vol. 2, No. 4 June 2006
Vol. 2, No. 5 July 2006
Vol. 2, No. 6 August 2006
Vol. 2, No. 7 September 2006
Vol. 2, No. 8 October 2006
Vol. 2, No. 9 November 2006
Vol. 2, No. 9 December 2006 (same series number as Nov.)

Vol. 3, No. 5 May 2007 (only 2007 newsletter)

Series 7: Textiles and Objects

The Textiles and Objects series includes hats, aprons, tee shirts, and buttons generated by Wawa, Inc. A majority of the objects concern the Wawa, Inc. annual “Hoagie Day” promotions held in and around Philadelphia.

There are 39 objects in this series and date from circa 1992 to 2002. All of the Textiles and Objects are located in **Box 27**.

<u>Object</u>	<u>Year</u>	<u>Qty.</u>
Underdog Express apron	1993	2
“Try the Rendelli” apron	1999	1
Wawa Dairy Anniversary hat	2002	1
Planet Wawa hat	n.d.	2
Wawa logo hat	n.d.	4
Hoagie Day hat	n.d.	2
Hoagie Day 1993 hat (with buttons)	1993	1
Hoagie Day 1995 hat (with pins)	1995	1
Hoagie Day 1996 hat	1996	3
Hoagie Day 1997 hat (one with pins)	1997	3
Hoagie Day 1998 hat	1998	1
Hoagie Day 1999 hat	1999	3
Hoagie Day 2000 hat	2000	2
Hoagie Day 2001 hat	2001	1
Hoagie Day tee shirts	n.d.	2
Hoagie Day 1994 tee shirt	1994	1
Hoagie Day 1995 tee shirt	1995	1
Hoagie Day 1996 tee shirt	1996	1
Hoagie Day 1997 tee shirt	1997	2
Hoagie Day 1999 tee shirt	1999	1
Hoagie Day 2001 tee shirt	2001	1
“Try the Rendelli” tee shirt	1999	1
Hoagie Day 1992 button	1992	1
Wawa 30 th Anniversary button	1994	1

Oversize Items

These boxes contain oversize materials from throughout the Wawa, Inc. Public Relations Files accession.

Box 28:

Cultured Nonfat Buttermilk, quart carton (n.d.)
(Packaging)

Lightly Salted Sweet Cream Butter, 16oz box (n.d.)
(Packaging)

Pink Grapefruit Sketches (1989)
(Packaging) Sketches of pint and half gallon Pink Grapefruit Cocktail cartons.

Cream Container Illustration Proofs (1992)
(Packaging) Proofs, color paint on plastic.

Color Ice Cream Overlays (n.d.)
(Packaging) Color plastic overlays of ice cream carton lid artwork.

Alpine Lace Overlays (n.d.)
(Packaging) Color plastic overlays of Alpine Lace cheese carton artwork.

Party Platter Brochure (1992)
(Advertising and Promotion, FSI/POS) Proofs for Party Platter brochures.

Underdog Express POS Easel Cards (1993)
(Advertising and Promotion, FSI/POS) POS easel cards of the Underdog Express menu.

Soup Cup Easel Card Envelope (1994)
(Advertising and Promotion, FSI/POS) POS easel card for soup; originally in a large envelope.

Breakfast Sausage Sandwich POS Easels (1994)
(Advertising and Promotion, FSI/POS) POS easel cards for Underdog Express breakfast sausage sandwich.

Wawa Milk POS Easel Card (n.d.)
(Advertising and Promotion, FSI/POS) POS easel card for Wawa milk.

Advertisement Proofs (1992)
(Advertising and Promotion, Promotions) Advertisement proofs for a hoagie and “500th Store” promotions.

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Miscellaneous Items (1988, n.d.)

(Management Documents) Items include instructions for graphic design software, countertop material samples, 1988 “table tent” advertising Virginia Special Olympics, and an airbrushed photo of a yacht

Box 29:

Carton Artwork Photocopies (1990)

(Packaging) Black and white photocopies of cartons made by International Paper.

Light Country Fresh Ice Milk Illustration Proofs (1990)

(Packaging) Illustration proofs for Wawa Light Country Fresh Ice Milk containers. Design by Sealright Co., Fulton, New York.

Sweetheart Illustration Proofs (1996)

(Packaging) Color and black and white illustration proofs for frozen yogurt and ice cream containers by Sweetheart Cup Co.

Three Color Wawa Barn Illustration (n.d.)

(Packaging) Black and white proof of three color barn illustration used on dairy packaging.

Party Platter POS Banner (1993)

(Advertising and Promotion, FSI/POS) Plastic POS banner for Wawa Party Platters.

Awards/Proclamations (1994, n.d.)

(Miscellaneous Documents)

Map Case Drawer 105:

Philadelphia Freedom Festival Photo (1991)

(Advertising and Promotion, Promotions)

Captain Clean Poster (ca. 1980's)

(Management Documents)

We Remember Poster (2002)

(Management Documents)

Best Takeout Coffee Poster (1980)

(Advertising and Promotion, FSI/POS)

Hot Turkey Shorti or Bowl POS Poster (2007)

(Advertising and Promotion, FSI/POS) 48" x 31¼" corrugated plastic poster.

Accession 2401
Wawa, Inc. Public Relations Files

Hot Turkey Shorti or Bowl POS Poster (2007)
(Advertising and Promotion, FSI/POS) 48" x 28" paperboard poster.

Hot Turkey Shorti or Bowl POS Poster (2007)
(Advertising and Promotion, FSI/POS) Two 36" x 20" paperboard posters.

Chocolate Caramel Coffee POS Poster (2007)
(Advertising and Promotion, FSI/POS) Two 40" x 28" paperboard posters.

Chocolate Caramel Coffee POS Poster (2007)
(Advertising and Promotion, FSI/POS) 28" x 24" paperboard poster.