



USA: Wawa plans first-ever drive-thru

New concept allows customers to conveniently “drive thru” to access Wawa food and beverages.

Wawa officially announced its plans to build an 1,850 square foot, freestanding drive-thru in Falls Township, Philadelphia. The architectural design is based on key Wawa brand elements such as the trademarked canopy, while the offer is focused on fresh food in a drive thru experience.

This model is solely focused on drive thru and curbside pickup service where customers can use modern technology to quickly order Wawa’s most popular food and beverages, including value meals, combo meals along with coffee and specialty beverages.

“Wawa continues to test new store concepts with this latest drive thru format, providing an opportunity for our customers to still experience and enjoy their favorite Wawa products while remaining inside their vehicle,” said Terri Micklin, Director of Construction, Wawa. “It is critical to provide new ways to access Wawa, increase convenience and provide new options for service.”

“We are hoping to learn from the layout, workflow and traffic flow at this location, as we continue to explore alternatives for longer term application to our stores post-COVID-19,” said Micklin. “We appreciate the opportunity to partner with Falls Township officials, who are providing us with the approvals and support of this newly designed store format that will be of benefit to the community.”

In addition to this freestanding drive-thru, Wawa has also announced its plans to add a drive-thru feature to a new store currently under construction in Westhampton, NJ.