



## USA: Wawa brings back free coffee on Fridays

**Wawa to offer its Reward members free coffee on Fridays for the whole of March.**

Wawa Inc. has announced the return of “Free Coffee Fridays” for customers participating in its Reward loyalty program.

The promotion builds on the success of the “Free for All” promotion last Fall when more than 10 million rewards were distributed to Wawa Rewards members, according to the company.

“We are thrilled to bring back “Free Coffee Fridays”. Our members love the variety of our rewards, but coffee is definitely the favourite!” said Dena Pizzutti, Manager of Relationship Marketing.

The March “Free Coffee Fridays” promotion will be Wawa’s largest Wawa Reward giveaway yet—with millions of coffee rewards planned for distribution.

Beginning February 1, 2017, Wawa enabled mobile ordering for Wawa Rewards members who have shopped in its Delaware County, PA, stores and parts of Chester and Montgomery County as part of a test phase.

Wawa Rewards launched in January of 2015, and all of Wawa’s 748 stores accept mobile payments through the Wawa mobile app.