



## Wawa's Florida Store Design and Architecture

Wawa has created a fresh, new look for Florida. This brand new store design includes our upscale, state-of-the-art store features, but has a special new look just for Florida. The new prototype, which is the standard design for Wawa's new Florida stores, was designed by **Coleman Brandworx (Cbx)** based in New York City and **Cuhaci and Peterson**, a local Orlando firm with 30 years in the retail market.

**The design principles were developed to support and showcase Wawa's appetizing offer and inviting customer experience. Some of the exterior features include:**

- Visibility to food service through glass – floor to high ceilings
- Colors, materials and textures that compliment the look and feel of the "Sunshine" state
- Careful attention to building design, lighting and landscaping

**Inside of the store, fresh food and appetite appeal take center stage with:**

- Kitchen area is a focal point featuring food service, fresh beverages and fresh express case
- Digital signage highlights the offer in a fun, appetizing way
- Abundant natural light, modular displays and shelving for an open, uncluttered look
- Warm Florida materials and colors, inviting and comfortable

