

Wawa Italian

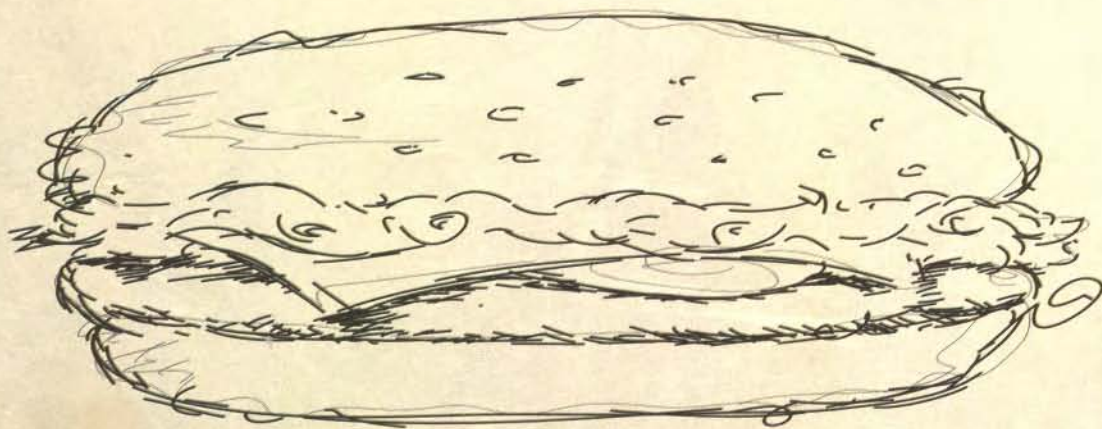
WAWA HAS 594 STORES THROUGHOUT THE MID-ATLANTIC AND RECENTLY BROKE GROUND IN FLORIDA.



VS



Subway Spicy Italian



Presentation

It's tough to beat the Wawa ordering experience. You walk up to a touchscreen, input your hoagie details and pay the tab. They call your number and you are out the door. It's efficient and frustration free. Subway was empty so no long line and the hoagie maker was nice enough, but I had to repeat what I wanted on my hoagie two or three times before she got it.

Once home, the packaging was a draw (there is really no other way to pack a hoagie other than wrap it in paper), but in terms of out-of-wrapper looks, the Wawa hoagie easily won the beauty contest. It just looked more appetizing.

Taste

Aficionados will tell you that the bread makes the hoagie. In which case, Wawa's soft, chewy fresh roll crushed the competition. Subway's roll, for example, had traces of impending staleness: edges were a bit hard and the bread crumbled. Not good.

To be fair, Subway's Italian hoagie comes with a "spicy" label, but I didn't want pepperoni (aka, the spice) on my Italian hoagie. So I requested extra salami instead. If the woman making my hoagie gave me extra, the original portion must be woefully thin. Also, Subway's tomatoes were those awful yellow/white-centered specimens; they looked

like they were plucked a month too early. The Subway hoagie also was too heavy on the shredded iceberg lettuce (a 60-40 lettuce-to-meat ratio).

Moving to Wawa's hoagie, more meat (3 kinds of Italian ham along with salami) and their tomatoes passed the color/flavor test. The lettuce-to-meat ratio was 40-to-60—much better. It just tasted like a hoagie should taste—all the flavors were there, not buried in bread and lettuce.

Overall, the Wawa hoagie's flavor was clearly superior to the Subway offering, for the obvious reasons noted above.

Winner

Wawa.