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HoJo Brings Back Iconic Clam Strips in Celebration of Centennial--but with a Twist

Limited edition fried clam soap is a sudsy, retro surprise; available at select hotels for a brief time and for purchase online starting October 3

PARSIPPANY, N.J., Sept. 16, 2025 /PRNewswire/ -- Get ready to lather up with nostalgia. In celebration of 100 years of retro roadside family fun, Howard Johnson® is bringing back one of its most legendary menu items—the fried clam strip—but not in the way you think. Introducing HoJo's Original Fried Clam Soap, a sudsy tribute to a dish as iconic as the brand's unforgettable orange roofs, available today at select Howard Johnson hotels across the U.S. and for purchase online later this month.

Designed to look just like the crispy classics that helped put HoJo on the map, these limited-edition soaps are anything but fishy, thanks to infusions of lemon, sea salt and yes, just a hint of butter—an homage to the butter soaked rolls the strips were once served with.

"Howard Johnson is a brand woven into America's cultural fabric and beloved by millions for generations. As we celebrate 100 years, our limited-edition fried clam soap is a fun, nostalgic tribute to the brand's storied past and a playful nod to the retro-modern, family-friendly spirit that continues defining our hotels today."

– Marissa Yoss, Head of Marketing, Howard Johnson by Wyndham

How to Get Yours

For the next three weeks, guests staying at one of five participating HoJo hotels across the U.S. can request a complimentary box of soap at the front desk by mentioning the code words "fried clams" upon check-in. Up to ten boxes will be available per hotel, each distributed on a first-come, first-served basis. Hotel reservation must have been made prior to Sept. 16. A full list of participating locations—from Anaheim, Calif. to Ocala, Fla.—is available [here](#).

Can't make it to a hotel but still want to get your hands on this one-of-a-kind collector's item? Starting at noon ET on Friday, October 3, soaps will also be available for purchase at [HoJo.com](https://www.hojocom.com) for \$19.25 each before tax, a nod to the brand's founding. Fans must act fast, as only 100 boxes are available. Free shipping included. Limit one per household. U.S. residents only. Learn more at [HoJo.com/100](https://www.hojocom.com/100).

"For the last 100 years, the HoJo brand has been synonymous with family road trips, celebrations, and everyday moments turned into lifelong memories. It's a testament to the legacy of our founder, Howard Deering Johnson, and a powerful reminder that the most meaningful journeys are the ones we share with others."

A Legacy of Hospitality

The Howard Johnson story began in 1925, when Howard Deering Johnson, a young entrepreneur running an apothecary in Quincy, Mass., noticed customers flocking to the soda fountain inside his shop. From that small counter, Johnson expanded into roadside stands, full-service restaurants, and eventually the iconic, orange-roofed hotels that made the brand a staple of American travel.

A century later, that roadside Americana legacy lives on, particularly in today's HoJo hotels, where retro-modern guestrooms blend nostalgia with modern comfort. Bold pops of orange, sleek vinyl headboards, and crisp white linens set the scene, while playful details—like a marshmallow-shaped mirror and custom artwork inspired by the iconic gate lodge roofline—add a wink of whimsy. It's the classic HoJo experience, thoughtfully reimaged for today's traveler. Learn more at [HoJo.com](https://www.hojocom.com).

About Howard Johnson by Wyndham

For over a century, Howard Johnson (HoJo) has been part of America's travel story—welcoming generations with its iconic orange roofs, friendly service, and family-friendly spirit. Today, the brand—one of 25 of under Wyndham Hotels & Resorts (NYSE: WH)—continues that proud legacy with retro-modern inspired guestrooms, thoughtful amenities, and a playful spirit that blends nostalgia with contemporary comfort. Book your next stay at [HoJo.com](https://www.hojocom.com) or visit [WyndhamDevelopment.com](https://www.wyndhamdevelopment.com) for franchising opportunities. You can also like and follow the brand on [Facebook](https://www.facebook.com/hojo) and [Instagram](https://www.instagram.com/hojo).

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