

# 2012

## YEAR IN REVIEW



## Super 1 Foods

CARENCRO, LOUISIANA

We worked with Brookshire's Scott Hill for design and Keith Lybrand for construction to create the newest Super 1 Foods prototype store. It debuts a new, branded concept with a customer-friendly warehouse environment featuring excellent produce and low prices in a colorful, product-centric experience highlighted by an intuitive layout and inspired merchandising.

Following a successful opening in Carencro, Louisiana with construction services provided by Ridgmont Construction, **api(+)** is now helping Brookshire Grocery Co. with rollout services.



## 2012

We would like to thank our Clients, consultants, associates and contractor teams for their trust and support. Your friendship and care make all the difference. We wish you and yours a happy, healthy, prosperous year and continued success.

The **api(+)** team

# Luxottica/Sunglass Hut

MIAMI BEACH, FLORIDA

**api(+)** partnered with Jay Kratz of Luxottica's in-house design team and Bob Luther of The Whiting-Turner Contracting Company to create and deliver the new flagship Sunglass Hut store in Miami Beach.

The building dates back to 1925 yet our store design achieves a modern profile with color-changing LED lighting, terrazzo flooring, and custom millwork that delivers a hot concept worthy of its sophisticated Lincoln Road location.



## SERVICES PROVIDED

store planning

design development

construction documents

construction administration

implementation

# The Shops at St. Pete

ST. PETERSBURG, FLORIDA

Armed with an exciting new tenant mix and directions to deliver an outstanding shopping destination, we collaborated with Bill Edwards, Joe Jimenez and Kevin Dunn of The Edwards Group to create a fresh look for The Shops at St. Pete.

The renovation is about openness, inclusion and clarity of purpose. Its modern style respects context and climate and uses appropriate materials in an honest manner.

**api(+)** consulted with Iron Chef's Masaharu Morimoto and Geoffrey Zakarian to ensure an exemplary culinary space.



# BI-LO

VARIOUS LOCATIONS: NORTH CAROLINA,  
SOUTH CAROLINA, TENNESSEE, GEORGIA

BI-LO grocery stores serve customers throughout South Carolina, North Carolina, Tennessee and Georgia with fresh, high-quality products and excellent service at the very best value. **api(+)** is proud to be a part of the chain's five year plan to be more competitive in the marketplace. We worked with BI-LO President and CEO Michael Byars and VP of Construction Larry Zitzke to provide 80 BI-LO stores with branding and prototype development, strategic imaging, rollout, architecture, store planning, merchandising, décor, environmental graphics and graphic communications.



## Price Chopper

LATHAM, NEW YORK

The Price Chopper flagship in Latham, New York will feature made-to-order foods, a wide range of in-store dining options, a cooking school and a robust selection of grocery merchandise. We combined our supermarket and restaurant expertise with Lew Shaye and Steve Duffy to create Neil Golub's vision for the store of the decade. The shopping environment is designed to educate shoppers about the store's variety of features.

The flagship is the first of its kind within Price Chopper's 130 stores across six states, and it will add a distinctive and dynamic new dimension to the Latham marketplace.



**api(+)** designed 46 BI-LO stores in 2012 and more than 80 to date.

### ADDITIONAL NOTABLE PROJECTS

**Gorditas Doña Tota**  
McAllen, Texas

**Westfield**  
Brandon Town Center  
Citrus Park Mall  
Southgate Plaza  
Countryside Mall  
Sarasota Square

**Publix**  
Various Locations

**Ibis Walk**  
St. Petersburg, Florida

**Walmart Canada**  
Toronto, Ontario

# The Wine Loft

NAPLES, FLORIDA



The Wine Loft is an upscale two-level wine bar and restaurant in the Mercato development of Naples. Owner Sarah Kearney enlisted **api(+)** for design, development and implementation services to adapt the corporate concept to satisfy the new location. The project features an open air patio, a glass wine vault, lounge style seating, an illuminated bar and loft seating overlooking the main floor. Idyll Construction Inc. completed construction in December 2012, and The Wine Loft opened in early January 2013.



# Schnucks Kehrs Mill

BALLWIN, MISSOURI

In addition to 40,000 square feet of retail area, Schnucks at Kehrs Mill in Ballwin, Missouri features a 5,000-square-foot mezzanine overlooking its colorful produce department. The store includes a strong prepared foods component and a restaurant setting that serves as a community meeting space and host to many social events.

After the success of the first Schnucks designed by **api(+)**, in Des Peres, Missouri in 2009, Schnucks Markets, Inc. selected **api(+)** to design the interior and document the architecture of the Ballwin location. The project team included Mike Alspaw and John Behr of Schnucks along with KdG. The project was constructed by Ben Hur Construction Co.



# Kings

BEDMINSTER, NEW JERSEY

We worked with Fred Brohm, Chief Strategy Officer and Executive Vice President for Kings, a 75 year old New Jersey grocery store chain, to reinvent the food shopping experience. In 2012, Kings unveiled a new brand image that builds on its reputation for specialty goods and service by positioning the store as a destination for discerning foodies in the mainly well-heeled neighborhoods where it operates. The stores, located in Bedminster and Livingston, New York, feature a theme that is intimate and inspiring and delivers a unique food experience.

Brohm said, "We like working with **api(+)** because they challenge us to think outside our norm."



# Organic Garage

TORONTO, ONTARIO

Organic Garage is a Canadian-operated grocery store that offers organic and all-natural products. In 2012, we worked with siblings Matt Lurie, CEO and Shawna Lurie, Director of Operations, to reposition the exterior of the company's flagship store in Toronto. **api(+)** provided programming, graphic communications and exterior design services for the 24,000-square-foot retail store.

## ADDITIONAL NOTABLE PROJECTS

**Strack & Van Til**  
Town & Country Markets  
Portage, Indiana

**Strack & Van Til**  
Ultra Foods  
Various Locations

**Verizon: Viva Mobil**  
Various Locations



BEFORE



RENDERING

# The Fresh Market

VARIOUS LOCATIONS: TEXAS & CALIFORNIA

The Fresh Market, a grocery store chain known for its high-end foods selection, came to **api(+)** to provide exterior architectural building design and coordination to satisfy the detailed and varied requirements of multiple jurisdictions in Texas and California. Our design department delivered concepts consistent with The Fresh Market brand while successfully addressing numerous prerequisites in diverse jurisdictions. Randy Kelley, Senior Vice President of Real Estate and Development for The Fresh Market said, "We are excited about our continued expansion on the West Coast and in Southern California in particular."



**api(+)** remodeled 10 Fresh Market stores in 2012 and more than 36 to date.



# Highland Lakes Shopping Center

HIGHLAND LAKES, FLORIDA

Following a referral by Jim Kovaks and Lisa McCaffrey of Colliers Arnold, owners Dorothy and Clara Boldog commissioned us to create a façade redesign for Highland Lakes Shopping Center. Our limited budget, high impact solution has reenergized the 81,500-square-foot center and its leasing program.

Construction management was provided by Dunphy Properties and construction was provided by Malcolmson Construction Company, Inc.



# Air Culinaire

TAMPA, FLORIDA

Air Culinaire is a food service leader supplying menu solutions and service training for the private airline industry.

Under the direction of CEO Cliff Smith and project assistant Tom Kurtz, we designed the 12,500-square-foot corporate headquarters in Tampa, Florida. The building houses training facilities, a call center, administrative and operational offices, conferencing, and a full service kitchen studio that will develop service ideas and host training.



## ADDITIONAL NOTABLE PROJECTS

**Food Lion Prototype**  
Various Locations

**Luxottica: Optical Shops of Aspen**  
Newport Beach, California

**Sweetbay**  
Various Locations

# ABC Fine Wine & Spirits

OCALA, FLORIDA

Over the course of its 70-year and more than 150-store history, the ABC image has evolved from a corner liquor store and bar to a purveyor of fine wine and spirits. With a goal to reposition the concept and attract a larger market, **api(+)** worked closely with ABC Advertising manager Bob Gibson and ABC's Director of Construction Rex Weeks on strategy and an image that now connects with the company's upscale customer opportunities.

The Ocala, Florida prototype is modern, simple to shop, aesthetically appealing, and satisfying to the upscale shopper. The strong team relationship continues to improve other components of the store, and the new image has improved sales and customer satisfaction.



## SERVICES PROVIDED

- prototype design
- strategic imaging
- brand repositioning
- logo refresh
- store planning
- interior architecture
- decor design
- signage
- environmental graphics
- graphic communications
- point of sale communications



# Social Stories

**Judy** embraces a long standing Tampa tradition by participating as a pirate in the world renowned Gasparilla Piratefest and Parade. She is a member of the Grand Krewe de Libertalia, one of the hundreds of Krewes represented in this event. She and the Krewe volunteer at hospitals and military bases and raise funds for more than 200 college scholarships annually.

**John S.** exercises his passion for design outside the office in creating and selling one-of-a-kind, handmade greeting cards at art shows and gift shops locally and nationally. His unique cards are crafted from dynamic art papers he collects when travelling.

In between A.R.E. (Architects Registration Exams) efforts, **Johnny** picked up a new hobby. Twice a week he dons dancing shoes and grabs an energy drink for salsa class. He loves the relaxation coupled with great exercise.

**John U.** keeps office spirits high on Fridays with his “Happy Friday” emails. John is so proud of the great events Tampa Bay area offers that he crafts an email each week listing information about the upcoming weekend’s activities. The message is received by several thousand of John’s contacts as far away as Hawaii!

Congratulations to **Marcia** and her husband who celebrated the birth of their first child, Franchesca.

**Juliette** is an active member of The Tampa Bay Chapter of The Florida Public Relations Association. She uses her public relations and social media skills to serve as the chapter’s social media chair.

Congratulations to **Rita** who earned her Florida Real Estate Broker’s License.

**Johnny** and **Christy** have been working diligently to pass their Architects Registration Exams (A.R.E.). Each has passed on the first try at least three (of seven) sections so far, advancing their goal of becoming Registered Architects.

After moving across the bay to Tampa this year, **Michael** discovered a small, 40 year old mom-and-pop Italian restaurant called Gino’s. It’s become his favorite for their authentic food, large wine and craft beer selection, and “to die for” Tiramisu.

## Staff Milestones

|                     |                   |
|---------------------|-------------------|
| David Be. (6 years) | Johnny (11 years) |
| John S. (7 years)   | Marcia (12 years) |
| David Ba. (8 years) | Judy (13 years)   |
| Li (8 years)        | Ryan (15 years)   |
| Michael (10 years)  | Jan (19 years)    |



## New to api(+)

Betty, Christy, Sheriff, Danilo, Juliette, Alex, John U, Rachel, and Lynne.

**api(+)** welcomed senior Registered Architect **John U.** back to the team. His 33 years of experience are an asset to our company and projects.



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