

2013

YEAR IN REVIEW

api(+)



yummy market

TORONTO, CANADA



From our first meetings with owners Alexei and Ana Tsvetkov, their passion as merchants and for their customers was clear; and that passion can be seen in every detail of Yummy Market. European food culture is vivid in the 50,000-square-foot store which features imported delicacies and a European-style shopping experience that deeply connects with Yummy's core customer and adventurous Toronto area foodies.

Large images of European landmarks and hints of European culture, such as the Cyrillic 'Я' in the dairy department signage and traditional Khokhloma painting, convey Yummy's strong brand essence. Architecturally, curved bulkheads and a 3,000-square-foot bakery at the front center of the store bring attention to fresh and prepared foods.



2013

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

earl of sandwich

PROTOTYPE, ST. PETERSBURG, FLORIDA



Earl of Sandwich's first location following its new prototype design, created by **api(+)**, is under construction in St. Petersburg, Florida.

We worked closely with Robert Earl, Founder and CEO of Planet Hollywood International, and Steve Heeley, President and CEO of Earl of Sandwich, to design a prototype that reflects the founding family's connections to British royalty in an energetic, modern way and makes it easier for franchisees to build additional stores while controlling development costs.



kings supermarket

GILLETTE, NEW JERSEY

From trellises to floor finishes, Kings Supermarket in Gillette, NJ, part of an upscale supermarket chain, announces the company's quality products and shopping experience with its color and materials palette. In March, Kings celebrated the grand opening of its new 30,000-square-foot location, converted by **api(+)** from an existing supermarket space. It features prepared and fresh food elements including a hibachi, mezze bar, coffee bar, and flower boutique, all introduced in other locations in 2012. We're proud to assist President and CEO Judith Spires in updating and growing the Kings and Balducci's chains.



fit2run

VARIOUS LOCATIONS

Known as The Runner's Superstore, Fit2Run offers world-class fitness and running name brands. Throughout 2013, **api(+)** continued its successful relationship with Fit2Run Founder Bill Robinson, his son Parks Robinson, and Fit2Run's Vice President and Development Manager John Aller. **api(+)** has worked with the Fit2Run team to provide interior architecture and design, lighting design, store planning, and graphic communications design and coordination for 12 stores in prestigious retail locations throughout Florida.



fresh thyme farmers market

PROTOTYPE AND ROLLOUT PROGRAM

In collaboration with Fresh Thyme Farmers Market President and CEO Chris Sherrell, other management team members and VP of Construction Tracy Lindsey, we brought their vision for this fresh format startup grocery store to life. With aggressive plans to open 50 locations throughout the Midwest over six years, the first store is currently under construction in Mount Prospect, IL, and 11 others are in design or permitting phases.

Fresh Thyme is committed to improving the way communities eat by offering fresh and healthy food at amazing values. The Mount Prospect location will celebrate its grand opening in spring 2014.



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ADDITIONAL NOTABLE PROJECTS

**ABC Fine Wine & Spirits
Exterior Prototype**
Tampa, Florida

Piggly Wiggly
Prototype

Westfield Southgate Mall
Sarasota, Florida

**Habitat for Humanity
of Greater Miami Re-Store**
Cutler Bay, Florida

Ibis Walk
St. Petersburg, Florida

Bahama Breeze
Prototype

Lowes Foods
Prototype
Clemmons, North Carolina

kings point clubhouse

SUN CITY CENTER, FLORIDA

In continuation of our ten year relationship with Vesta Property Services, our team worked with Vice President Ginger Anzalone to re-purpose an existing two-story building into Kings Point's new clubhouse. The 20,000-square-foot center, opening in December 2014, features a spa, salon, fitness room and, on the second floor, a multi-purpose activities room. **api(+)**'s team provided interior design services including color and materials selection, graphics and layout.



ADDITIONAL NOTABLE PROJECTS

Organic Garage
Vaughan, Ontario

Westfield Countryside Mall
Clearwater, Florida

Fresh St. Farms
Vancouver, British Columbia

H-E-B
Multiple Locations

California Tacos
Tampa, Florida

Town & Country
Portage, Indiana

westfield citrus park mall

TAMPA, FLORIDA

The re-energized Westfield Citrus Park Mall Food Court opened in November 2013 with a new layout, furniture and material selection, and on-site coordination services provided by **api(+)**. The 20,000-square-foot dining area provides a new direction in food court design and presents a number of differentiated seating areas, for small or large gatherings, where shoppers can enjoy food and friends in a warm and welcoming environment.



pinellas plaza

THE VILLAGES, FLORIDA

“Florida’s Friendliest Hometown”, The Villages, is an active retirement community flourishing in sunny Central Florida and creating a demand for new retail centers. In 2013, **api(+)** worked with Gary Mark, Bill Kearns and Bill Jones of The Villages and Marcobay Construction to create Pinellas Plaza, an approximately 87,000-square-foot retail center developed as a prototype for future shopping centers at The Villages.

api(+) provided architectural design and branding design services for Sweetbay which serves as the center’s anchor.



ADDITIONAL NOTABLE PROJECTS

Sawmill Market Food Hall
Phoenix, Arizona

Forest Lakes Plaza
Oldsmar, Florida

Walmart
Multiple Projects

ultra foods

VARIOUS LOCATIONS: INDIANA, ILLINOIS

Recognizing an opportunity to grow their value impact large-format food stores, Strack & Van Til directed **api(+)** to reimage and unify its Ultra Foods stores with the company’s Town & Country stores. We worked with John Ritchie, Director of Facilities, and upper management to design a 120,000-square-foot environment that features bright colors which boldly express the brand’s core message of ultra low prices via simple, expressive communications and organized price-focused merchandising.



the fresh market

PITTSBURGH, PENNSYLVANIA



In an ongoing effort to create regional design for ground-up stores, The Fresh Market Pittsburgh's exterior architecture was immediately envisioned in brick to connect with Pittsburgh's rich history as a steel manufacturing town. Research of existing and demolished local steel mill design provided the base for our modern interpretation.

We've worked closely with Stephen Showalter, The Fresh Market's Vice President of Construction & Facilities, and his team to design exterior architecture for 13 locations in 2013 and 57 locations to date. Each location embodies The Fresh Market brand while remaining unique to its community's architectural style.

shoppes at grand cypress

LUTZ, FLORIDA

For an eye-catching effect and to meet J.E.M. Investments' design goal, Shoppes at Grand Cypress stands out with a glowing color palette. It's hard for drivers to miss the opportunity for lunch at Panera, the center's anchor, or to shop with the other tenants in this 15,000-square-foot ground-up project.

This center is one of many retail developments we've designed for Joesphine Greco and Al Dato. Construction and engineering services were provided by Gerardi Construction, Avid Engineering, Chehayeb & Associates, Inc. and Stepanek-Lewis & Associates.



awards and speaking engagements

In February 2013, **api(+)** President + CEO Juan Romero visited Las Vegas for Hispanic Retail 360 to participate in a panel about best-in-class retail design for Latino consumers. Taking the stage with esteemed colleagues, Fernando Castillo of ID & Design International and Bud Moore of Paragon Solutions, Juan focused on grocery design, challenging the audience to break the mold of traditional style Hispanic stores to increase customer traffic.

We are proud of the recognition our firm and projects earned in 2013. Our firm was recognized as a Design Star by Grocery Headquarters magazine and three grocery store projects were recognized in the Progressive Grocer Store Design Contest:

Yummy Market: Winner, Best Remodel, Under \$3 million

Super 1 Foods: Winner, Discount Format

Schnucks: Runner-up, New Construction, under 50,000 S.F.

api(+) is also proud to have attended and/or exhibited at the following shows:

The NAFEM Show

National Grocers Association Show

FMI Energy & Store Development Conference

SIAL Canada

Grocery Innovations Canada

Hispanic Retail 360

ICSC RECon

ICSC West Florida Idea Exchange

ICSC Florida Conference

ICSC CenterBuild Conference



api(+) IN THE PRESS

Building Design + Construction
Chain Store Age
Display and Design Ideas (DDI)
Drug Store News
ENR Southeast
Florida Business Observer
Florida/Caribbean Architect
FSR
Grocery Business
Grocery Headquarters
Interior Design
Journal and Topics Newspaper
Progressive Grocer
Tampa Bay Business Journal
The Shelby Report
The Shelby Report (Midwest)
The Shelby Report (Southeast)
VMSD
Way of the Sign III
Western Grocer



api(+) team updates

Congratulations to **Christy** who earned her Registered Architect credentials this year. She's now licensed in Florida and Massachusetts and holds her NCARB Certificate.

In the midst of moving from Trinidad to Sarasota and then joining **api(+)**, **Gizel** volunteered her time to raise funds for and participate in the Alzheimer's Association's "Walk Against Alzheimer's". It's an organization close to her heart.

In addition to continuing salsa dancing classes, **Johnny** recently became godfather to a college friend's son in South Africa and travelled to Capetown to visit the two.

John S. fulfilled his long-held dream of renovating his kitchen this year. Through creative repositioning, he dramatically increased the visual size of the space, without physically increasing it, for a space better suited for entertaining. And he kept his signature 1950s oven!

Congratulations to **Sherif** and his wife who were blessed with their first child, Natalie, this year!

After joining **api(+)** earlier this year, **Rachel** moved from New Tampa to Rocky Point for an easy, less-than-one-

mile commute to work. Although her daily drive is short, she travelled plenty this year. She visited Fort Myers, Boston, St. Louis and Chicago for family, friends and work, a few of her favorite things.

As a member of All Children's Hospital Development Council, **Lynne** advocates for children through fund-raising activities and she volunteers at the Ronald McDonald House. She's also a volunteer and strong advocate for our local community organic gardens.

At the Florida Public Relations Association's 75th Annual Conference, **Juliette** was honored as a member of the Joe Curley Rising Leader Class of 2013 for leadership traits demonstrated and dedicated active involvement in the Tampa Bay Chapter of FPRA.

api(+) milestones

David Be. (7 years)	Johnny (12 years)
John S. (8 years)	Marcia (13 years)
David Ba. (9 years)	Judy (14 years)
Li (9 years)	Ryan (15 years)
Michael (11 years)	Jan (20 years)



New to api(+)

This year we welcomed Gizel, Rachel, Robert, and John Z. to the **api(+)** team.



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