

2015

YEAR IN REVIEW

api(+)

We are fortunate to have outstanding Clients, associates, consultants and contractors by our side. We are thankful to our Clients who trust us to produce innovative environments that help meet their business goals, and to our associates, contractors and consultants who deliver outstanding work. We look forward to continuing our relationship with you in 2016 and beyond.



lowes foods

PROTOTYPE CREATION VARIOUS LOCATIONS

Lowes is a unique grocery concept made up of distinctly branded departments such as Sausageworks, The Cakery, Chicken Kitchen and the Boxcar Café & Chocolate Co. **api(+)** began working with the Lowes team in 2013 to develop a new store concept. Since then, we've worked with Heather George, Gary Watson, others from Lowes executive team and award-winning branding expert Martin Lindstrom to roll out the new look, enliven the center store and develop new branded departments.

In 2015, Lowes fully remodeled 13 stores and completed minor remodels of five stores. The chain has 100 locations throughout the Carolinas.

hyde park village

ARCHITECTURAL DESIGN

TAMPA, FLORIDA

Now under ownership of WS Development, we're working with Jeffrey Curley, Laura Polin, Dave York and Samantha David to renovate and reposition Hyde Park Village. The renovation will improve visibility of stores, make shops easier to access and refresh the overall experience while maintaining the area's historic roots.

In addition, we're providing architecture and design services for many tenants including Sprinkles, J. McLaughlin, bartaco, Meat Market and Salt Pines.



parker's markets

PROTOTYPE CREATION

VARIOUS LOCATIONS, GEORGIA AND SOUTH CAROLINA

Parker's Markets, a chain of 35 convenience stores throughout Georgia and South Carolina, enlisted **api(+)** to develop a 4,000-square-foot prototype featuring a deli and drive-thru. Combining our food retail and convenience store expertise, we're pleased to be working directly with President Greg Parker to maintain Parker's Markets' leadership in the convenience store industry.



The new look supports Parker's Fast, Fresh, Friendly brand promise and reinforces its reputation as a destination for fresh meals.

fitlife foods

PROTOTYPE REFRESH, VARIOUS LOCATIONS, FLORIDA



In 2011, Fitlife Foods Founder David Osterweil and Chef Andrew Ruga began with a single store in Tampa offering healthy, prepared meals and wellness counseling. Now they have seven stores throughout Tampa Bay and South Florida plus several more planned.

When the Fitlife team saw the need for a store design refresh and a strategy for positioning the chain for growth, they enlisted **api(+)**. This year the original South Tampa store was remodeled and the new Plantation, Florida store opened in early January 2016.



northgate gonzalez markets

PROTOTYPE CREATION, NORWALK, CALIFORNIA

Looking to refresh its store environment and better connect with shoppers, the Gonzalez family enlisted merchandising consultant Terry Roberts and **api(+)** to develop a new mercado prototype. It was key for the look to remain authentic to Northgate's rich Mexican history and culture and to refrain from cliché design solutions.

The Norwalk, California location is the first to implement the new mercado look.



simply fresh by mcaffrey's

URBAN FRESH, DOYLESTOWN, PENNSYLVANIA



Located within the shell of a former Ford dealership in Doylestown, Pennsylvania, McCaffrey's fifth location will provide its community a unique and comfortable food emporium experience.

This 13,000-square-foot urban marketplace highlights quality and freshness in a highly textured and layered space engaging all senses.

The McCaffrey family and COO Fred Brohm's vision for the space leverages the character of the existing building and celebrates the senses.



fit2run

DESIGN AND ROLLOUT, VARIOUS LOCATIONS

Fit2Run celebrated the opening of its first international location in San Juan, Puerto Rico this year. Additionally, it opened locations at University Town Center in Sarasota, Florida and Dolphin Mall in Miami, Florida locations this year. Each features comprehensive branded environments by **api(+)**.

We are proud to continue working closely with Fit2Run Vice President John Aller and his team, delivering 17 locations to date.



the fresh market

DESIGN AND ROLLOUT, VARIOUS LOCATIONS



Once again, **api(+)** had the privilege of assisting The Fresh Market with concept development and roll-out services for various renovation and repositioning projects throughout the U.S. We worked closely with Stephen Showalter, The Fresh Market's Vice President of Construction and Facilities, and his team on designs for nine locations in 2015 and 73 locations to date.



stellar partners

SPECIALTY RETAIL DESIGN, TAMPA INTERNATIONAL AIRPORT

Stellar Partners, a leading airport retailer, is opening seven retail spaces at Tampa International Airport. Concepts include three Stellar Bay newsstands, Ron Jon and Swarovski shops, and a combination HSN and Travelsmith store. Working hand-in-hand with CEO Susan Stackhouse, Vice President Todd Knight and their operations team, **api(+)** has assisted in developing spaces that integrate Tampa's culture.



additional notable clients



minto communities tomoka oasis

ARCHITECTURAL DESIGN, DAYTONA BEACH, FLORIDA



We're working with Len Capozzo and Josh Johnson of Minto Communities on architectural designs for the entrance and retail, restaurant and leisure components of a new age-restricted, master-planned community in Daytona Beach, Florida.



minto communities harbour isle

ARCHITECTURAL DESIGN, BRADENTON, FLORIDA

We're also working with the Minto team to develop a dry storage boat barn and ship's store for a new development in Bradenton, Harbour Isle. Designs were inspired by a nearby historic wooden building and its very successful, surrounding residential community.



giardino gourmet salads

FAST CASUAL REFRESH, VARIOUS LOCATIONS, SOUTH FLORIDA

Working with a number of Giardino's executives including Maria Martinez and Juan Martinez, PhD FCSI, **api(+)** created a look that aligns Giardino's fresh offer with an updated branded environment to better support the quality products and service while improving franchise controls. The chain has locations in eight South Florida neighborhoods and is expanding quickly.



cannata's

CONCEPT REPOSITIONING, MORGAN CITY, LOUISIANA

Faced with new competition in the small town of Morgan City, Louisiana, Vince Cannata consulted **api(+)** for a strategy to differentiate his concept from the competition.

The solution positions Cannata's as a local specialist and cultural icon giving Cannata's a competitive advantage.



organic garage

FLAGSHIP DESIGN, TORONTO, CANADA

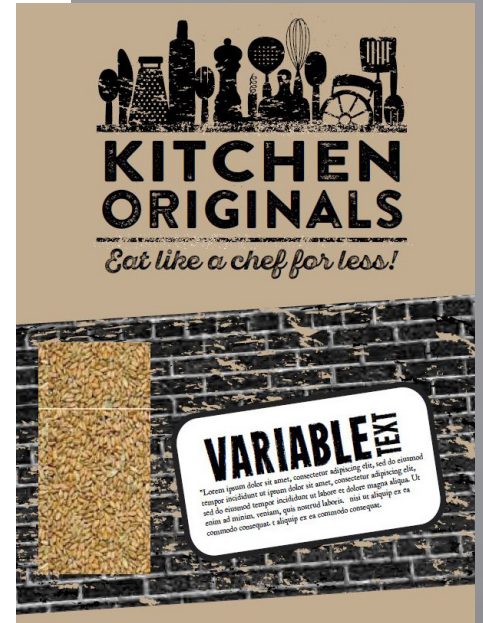
Organic Garage is a discount natural foods retailer in the Toronto area owned by Matt and Shawna Lurie.

Ready for a brand refresh and to open a flagship store, the Lurie siblings enlisted **api(+)**. We've developed a new logo, color scheme, messaging and brandbook as well as a logo for the Organic Garage private label brand.

Flagship store design is now underway.

Organic GARAGE
Healthier food for less!

KITCHEN ORIGINALS
Eat like a chef for less!



additional notable clients



abc fine wine & spirits

BRANDED ARCHITECTURE, ST. PETERSBURG, FLORIDA



Over the course of its 70-year and more than 150-store history, the ABC image evolved from a corner liquor store and bar to a purveyor of fine wine and spirits. Aiming to reposition the concept and attract a larger market, **api(+)** worked closely with ABC Advertising Manager Bob Gibson and Director of Construction Rex Weeks to develop a completely new interior look. The design has been rolled out to the majority of the chain's stores resulting in a 39% sales increase.



ABC is now working with **api(+)** to align exteriors with the in-store environment. This year the St. Petersburg, Florida 4th Street location was fully renovated.

piggly wiggly

ARCHITECTURE AND DESIGN, COLUMBUS GEORGIA

Keith and Michael Milligan opened the new ground-up, 35,000-square-foot store in Columbus, Georgia in September 2015. It features the full spectrum of departments and new decor.

The new look builds on the intimate connection Piggly Wiggly's customers feel toward the brand and the store's relationship with the local community. The vibrant design features nostalgic references to the chain's history, which dates back to 1918.



native sun

PROTOTYPE CREATION, JACKSONVILLE BEACH, FLORIDA

Founders Aaron and Erica Gottlieb have strict rules for products allowed on the shelves of Native Sun Natural Foods, Jacksonville's trusted purveyor of organic foods free of GMOs and harmful additives. When the Gottliebs set out to open their third location, they enlisted our team to develop a fully branded environment reflective of the healthy, fresh foods they stock. The new store opened in September 2015 to great shopper feedback.



fresh thyme farmers market

PROTOTYPE CREATION AND ROLLOUT
VARIOUS LOCATIONS, MIDWEST U.S.

From products to environment, Fresh Thyme Farmers Market provides a year-round, convenient farmers market experience for shoppers in the Midwest. Before the first location opened in Mount Prospect, Illinois 2014, **api(+)** began working with Fresh Thyme Farmers Market executive team and Vice President of Construction Tracy Lindsey to develop its prototype and rollout program. We continue our relationship, providing concept refinement and rollout services. Thirty locations have opened to date and there are plans for a total of 125 locations.



awards and speaking engagements

Our design for Market Bistro by Price Chopper in Latham, New York, was celebrated in **Progressive Grocer's Store Design Contest**. It won the Best Remodel award in the more than \$6 million category.

Our design for Walmart To Go in Bentonville, Arkansas was honored with the Gold Award in the **Association for Retail Environment's Annual Design Awards**. David Be and Judy N accepted the award during a ceremony at GlobalShop.



api(+) IN THE NEWS

A.R.E. Retail Environments
Building Design + Construction
Business Observer
Canadian Grocer
Commercial Construction & Renovation
Convenience Store News
design:retail
ENR Southeast
florida/caribbean ARCHITECT
Grocery Headquarters
Interior Design
Progressive Grocer
Retail Design Blog
SEGD
Tampa Bay Business Journal
The Shelby Report
VMSD

api(+)'s Vice President + Director of Design Tom Henken was honored to share his store design expertise at **The NGA Show** in Las Vegas. He shared the latest in retail design trends on a panel with Don Knickerbocker of Amerlux and David Campsey of Affiliated Foods.

In addition, **api(+)** is proud to have attended and/or exhibited at:

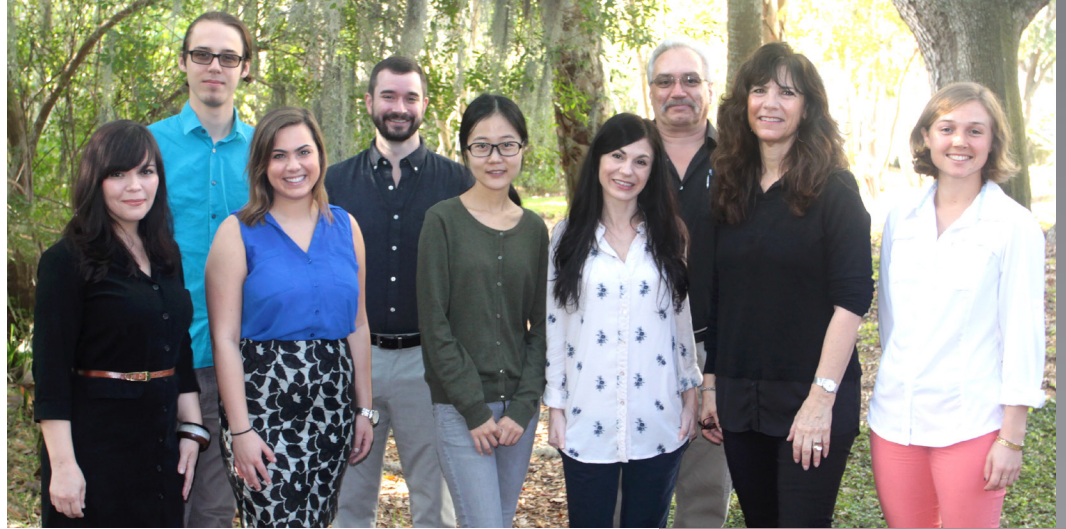
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| FMI Connect | SEGD Conference |
| Grocery Innovations Canada | ICSC Florida Conference |
| A.R.E. Shoptalk Miami | ICSC NextGenerosity |
| Collaborate 2015 | ICSC ReCon |
| Hillphoenix Supermarket Sense | ICSC South Florida Exchange |
| Revit Technology Conference | ICSC West Florida Exchange |
| North America | ICSC NY National Conference |



api(+) adds new talent



Our team of more than 30 architects and retail and graphic designers continues to grow with dynamic Clients and challenging projects. New additions to our team this year include (left to right): Gali N, Christian S, Jessica F, Randall W, Weijun L, Carrie N, Charlie L, Diane A and Kayla N.



five promoted to associate level

api(+) has promoted five established employees, David Be, Ryan M, Christy E, John S and Tim M, to Associate level.

The Associate title recognizes individuals who have laid roots and are making ongoing contributions to the vision, strategy and culture of **api(+)**.



tiger awards

Each year **api(+)** recognizes employees who have consistently distinguished themselves for their resolve, agility, tenacity, accountability, effectiveness, pride and can-do attitude with the Tiger Award. 2015's tigers are Joan D, Josh W and Rachel M.



team updates

John S and **Rachel M** are helping plan the Gasparilla Arts Festival as part of the marketing and festival liaison committees. The festival takes place the first weekend of March 2016.

Rachel M and **Chris V** participated in Urbanism on Tap, a series of events organized by Congress for the New Urbanism Tampa Bay and the Urban Charrette to engage the community in conversation on current ideas shaping Tampa.

Kayla N has taken on the role of women's assistant lacrosse coach at the University of Tampa. Go Spartans!

Congratulations to **Weijun L** who has joined our team as an intern and is in her final semester at Savannah College of Art and Design.

After 16 years in South Florida, **Diane A** has relocated and put roots down in the Tampa Bay Area with the purchase of a condo. She is currently renovating her new space.



api(+) milestones

Rita S (7 years)

David Be (9 years)

Tim (9 years)

John S (10 years)

David Ba (11 years)

Li S (11 years)

Judy N (15 years)

Ryan M (17 years)

Jan F (22 years)



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