



News Release

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New Airport Concessions for San José Approved ***Many South Bay businesses will offer strong local character***

San José, CA --- Travelers at Mineta San José International Airport (SJC) will be able to enjoy unique local stores and restaurants at Silicon Valley's new airport after today's green light for new concessions by the San José City Council.

The council approved staff recommendations to award food, beverage, and retail concession packages to Host International, Areas USA, and AMS-SJC after an extensive effort by the airport to seek and evaluate proposals that would meet growing passenger expectations for quality airport services with a clear local character.

"This is excellent mix of local, regional, national, and international businesses that will serve our customers, the airport, and our business community very well," said SJC aviation director Bill Sherry.

"We're excited about our new partnerships that will help us make this airport a proud gateway that truly represents the people and the flavor of San José and Silicon Valley."

Among the 23 local restaurants and shops that will join the airport mix over the next two years are Hicklebee's Children's Books in Willow Glen; Schurra's Candies, a San José company since 1912; Paolo's Restaurant in downtown San José since 1958; Sunnyvale's CJ Olson Cherries; Sonoma Chicken Coop; and Chiaramonte's Deli, San José's oldest Italian deli dating back to 1908. ***[Complete list of proposed stores and restaurants is attached]***

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The new concessions will occupy both existing and expanded space at SJC as a result of the comprehensive construction program to modernize the airport that is scheduled for completion in 2010.

As a result of the airport's complete overhaul, there will be approximately 43,000 square feet of space for retail and food and beverage concessions, with that space expected to increase with future development of the airport. This compares to about 23,000 square feet in the current airport configuration.

The combination of the concession proposals will provide at least \$8.2 million of guaranteed minimum annual revenue to the airport and an estimated annual sales tax of \$564,000 to the City's General Fund once the new concessions program is fully operational in 2010-2011. Over the twelve-year period to be covered by the new agreements, the airport estimates that total sales from the new concessions will be more than \$600 million.

SJC developed the comprehensive request for proposals after broad outreach to both local businesses and national operators to solicit interest in participating in the greater opportunities available when San José completes its \$1.3 billion replacement and renovation of terminal facilities.

The overall project includes the construction of a new Terminal B that will take the place of Terminal C, originally built in 1965; upgrades and expansion of Terminal A to provide more spacious and comfortable waiting areas and faster security check-in systems; a new 3350-space rental car and public parking garage directly in front of the terminals; expanded space for more options for food, beverage, and retail services; and improved roadways serving the airport.

About Mineta San José International Airport

Mineta San José International Airport, a self-supporting enterprise, is owned and operated by the City of San José. SJC served 10.7 million passengers and handled approximately 209 million pounds of air cargo in 2007. SJC has 166 flights a day on 13 domestic and international carriers to 30 nonstop destinations.

Mineta San José International Airport is located in San José, California's third largest city and the nation's tenth largest city (population of 989,500). For more Airport information, visit www.sjc.org.

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Proposed SJC Concession Concepts by Package

With approval by the San José Council approval, the SJC Director of Aviation will enter into negotiations with the proposers to develop concession agreements this summer and adjust locations and concepts in order to serve customers better. Although this preliminary list of businesses is subject to some change, the majority of concepts within the proposal packages will remain intact. Each package contains locations in both Terminal A and the new Terminal B.

Package 1 – Retail

Host International, Inc., with a minimum annual concession fee guarantee to the City of \$1,620,000.

- CJ Olson Cherries – A Santa Clara Valley company since 1899 featuring assortments of fresh cherries, dried fruits, nuts, jams, gift baskets and more.
- Hispanic Chamber of Commerce Enterprise Store – In conjunction with the Silicon Valley Hispanic Chamber of Commerce, Host will fund the build out of and provide mentoring for a store that will be made available to Hispanic Chamber members and other local small business to develop, experiment with and grow their businesses.
- Hicklebee’s Children’s Book Emporium – A Willow Glen company for almost 30 years offering a wide selection of children’s books.
- Schurra’s Fine Confections – A San José company in business since 1912 producing hand made candies, chocolates, chocolate molds, peanut brittle and English toffee.
- Pacific Outfitters – Owned and operated by a local DBE offering luggage, travel gear and accessories with a mind toward value conscious consumers.
- Sunglass Icon – A national retailer offering a wide range of sunglasses.
- Techshowcase – A DBE firm offering branded high tech products and accessories from BlackBerry, Sony, Nokia and more.
- Sunset News – A newsstand inspired by and licensed through Sunset Magazine.
- Brookstone – A national retailer known for its unique gadgets and gear.

Package 2 – Retail

AMS-SJC JV, with a minimum annual concession fee guarantee to the City of \$2,000,000.

- Hudson News – A proprietary national newsstand brand providing convenient news and gift items.
- CNN Newsstand – CNN themed newsstand with live news feeds in a newsroom atmosphere.
- Hudson Booksellers – A bookstore that offers book titles as well as related accessories and merchandise.

- Life is Good – A national concept that provides casual but quality products including flip flops, t-shirts, hats, beach towels, jewelry bags and more.
- Discover San José – An eclectic blend of souvenirs and memorabilia from museums, kitchens, craft houses and cultural attractions of the San José area.
- Ed Hardy – A relatively new but very popular retail store offering high end t-shirts, sweatshirts, shoes, jackets, caps, accessories and jewelry.
- Sunglass Hut – Over 1,900 locations around the world that provide a wide range of sunglasses.

Package 3 – Food and Beverage

Areas USA SJC, LLC, with a minimum annual concession fee guarantee to the City of \$1,726,200.

- Paolo's – A local restaurant since 1958 and has sublease agreement with Areas to operate an airport location. They will offer a moderately priced menu with the same high quality Mediterranean fare.
- Willow Street Pizza – A local restaurant that opened in 1991 with locations in Los Gatos, Willow Glen and Westgate that will serve a mix of pizzas, sandwiches, pasta and salads.
- The Brit – This bar would follow the same British pub/sports bar and restaurant theme as the downtown San José Britannia Arms location.
- Consuelo's - Consuelo's Mexican Bistro is a local concept located in Santana Row and will feature dishes that celebrate flavors of Mexico.
- Le Boulanger – Le Boulanger started in 1981 in Los Altos. Areas will operate under a license agreement this bay area bakery concept in the North Concourse that offers sandwiches, breads, breakfast pastries and deserts.
- Illy – An international brand Italian style coffee shop serving coffee, specialty sandwiches and pastries. The location would be operated by Areas under a franchise agreement.
- Sora's- A Japanese and Sushi themed restaurant and will be operated by Areas under a license agreement.
- San José Rocks – A new concept that will be a history of San José rock and roll themed hamburger bar and museum highlighting performers that called San José and the Silicon Valley home.
- Peet's Coffee – Peet's Coffee started in Berkley in 1966 and has grown to be a national brand with their roasting facility located in Emeryville.

Package 4 – Food and Beverage

Host International, Inc., with a minimum annual concession fee guarantee to the City of \$2,860,000.

- Santa Cruz Wine Bar –A concept that was created with assistance of the Santa Cruz Mountains Wine growers Association. This full service wine bar and casual dining restaurant will specialize in wines from the Santa Cruz Mountains region.
- Brioche Doree Café – Brioche Doree Café is a French country café concept that will sell European style pastries, coffee, tea, sandwiches and salads.
- Sushi Boat – A local business with four locations in the San José Area serving sushi and Japanese cuisine.
- Starbucks –A popular coffee concept with an international footprint.
- Una Más – The first Una Más opened in 1991 in San José and has grown to 20 locations. This popular concept offers innovative, heart healthy, quick Mexican food.
- Harbor Express – Serves healthy and affordable Chinese food with an existing presence at the Airport.
- Mojo Burger –A local fast casual hamburger concept focusing on natural products. Started and still managed by a husband and wife team with two locations in San José.
- Cold Stone Creamery – An ice cream concept that features ice cream mixed with ingredients chosen by the customer.
- Gordon Biersch – Established in 1988 and now with twenty four locations. Beer is still brewed onsite at its San José location. Gordon Biersch is an established and successful concept at the Airport.
- Chiaramonte’s Deli – San José’s oldest Italian deli dating back to 1908. The original shop on 13th street sells hand-made Italian style sausages, hot sandwiches and traditional dishes.
- Sonoma Chicken Coop – Sonoma Chicken Coop has three locations in the San José area including downtown, Almaden and Campbell. They offer inexpensive quality gourmet fast casual food.
- Shark’s Cage – A San José Sharks themed restaurant and bar will pay homage to the home town NHL team. This full service restaurant and bar will offer large screen televisions highlighting sports events and the décor will be patterned after a hockey rink with a one-of-a-kind sports theme.

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