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## MEDIA RELEASE

May 8, 2019

### **St. Pete-Clearwater International (PIE) New Master Concessionaire Agreement awarded to Hudson Group by Pinellas County Board of County Commissioners**

St. Pete-Clearwater International Airport is pleased to announce the award of a ten-year Master Concession Agreement to the SSP-Hudson PIE Concessions, LLC. The Pinellas County Board of County Commissioners approved the award of contract at their May 7<sup>th</sup> Board Meeting. SSP-Hudson Group, a national airport retail concessionaire, will provide a new mix of national and local brands to PIE's food & beverage and retail concessions beginning June 1, 2019.

"We're excited for our partnership with St. Pete-Clearwater International Airport with expanded and new retail concepts that modernize the travel experience for PIE's 2.2 million plus annual passengers," said Roger Fordyce, Chief Executive Officer of Hudson Group. "This new contract win reflects our focus on maximizing our passenger traffic exposure in North America's airports, while also diversifying the concepts and products we offer to better meet the needs of travelers."

The agreement for concessionaire services includes an initial capital investment of \$4,190,452 for the refurbishment and development of retail, food, and beverage facilities. The proposal provides a minimum annual guarantee (MAG) of \$1,224,700 for Year 1 and a minimum of a 3% increase from prior year for Years 2-10.

National brand Concessions to serve PIE include Dunkin Donuts in Pre-Security and Gates 2-6 Departure Lounge. Local Favorites Mazzaro's Italian Market will serve Gates 7-11 post-security and 3 Daughters Brewing in Gates 2-6 post-security. The public pre-security 2<sup>nd</sup> floor restaurant will be District Pub. Retail stores will be locally themed, such as Market 361, named for the average annual days of sunshine in Pinellas County.

Airport Director Tom Jewsbury states, "We are very excited to enter a new era with Hudson Group who operates concessions at many airports across the US. Adding the local flavor of Mazzaro's and 3 Daughters Brewing is exciting for our local passengers and will certainly create fans of our visiting passengers. We look forward to a long and successful partnership."

PIE's Terminal Renovation Project of Gates 7-11 is nearing completion and has been open since the fall. Spaces within the 12,000 square foot addition are ready for Hudson's new concessions facilities. All concessionaire spaces throughout the airport are expected to be completed in 2019.

*Attached: Images of Conceptual Drawings by Hudson Group*

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