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ALOHA PETROLEUM UNVEILS NEW CONVENIENCE STORE PROTOTYPE

*** Aloha Island Mart in Kahala features new look and design features***

Honolulu, Hawai'i (Aug. 16, 2011) –Aloha Petroleum, Ltd. recently unveiled its new convenience store-fueling station prototype, which combines traditional Hawaiian architectural elements with modern graphic design images that enhance the customer shopping experience while strengthening the company's iconic brand.

The newly opened 3,000-sqaure-foot Aloha Island Mart in Kahala, located on Waialae Avenue across from Kahala Mall, represents Aloha Petroleum's convenience store of the future. From the building's exterior, which has been treated to horizontal wood siding and a modified double-pitched roof evocative of the plantation style architecture found throughout the Islands, the overall design underscores Aloha Petroleum's kama'aina roots.

"Our new prototype is both functional and attractive, and unlike anything else in the local convenience store market today," said Richard Parry, Aloha Petroleum president and CEO. "The new look and design provides us with the foundation to expand and further develop our convenience store business. We want our Aloha Island Marts to be more than afterthought – we want them to become destinations."

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Aloha Petroleum worked with CBX, a nationally recognized branding firm, to develop the comprehensive redesign and will spend more than \$20 million over the next three to five years to upgrade existing convenience stores and build new ones.

Among the most commanding of the new design elements of the Kahala store is the restyled Aloha logo found repeated on the façade signage, gas canopy and pumps. The updated logo features a stylized “A” floating in a field of watery blue accented with green. Various shades of blue emerge from the refreshed logo to reflect the calm and serenity of the ocean; the green suggests the lushness of the tropics. The natural wood tones of the exterior and interior fixtures reinforce the local flavor and heritage of island life.

Inside the store, the stylized Aloha “A” is repeated on green wallpaper that calls attention to foodservice areas. There’s also an abundance of natural light coming from the glass wall entrance, supplemented by a series of bowl-shaped galvanized metal pendant lights that contribute to the historic design aesthetic.

Built with an eye toward easy navigation, the cleanly styled store offers generous aisles, while providing optimal food and beverage display. A refrigerated island case, positioned immediately off the entrance, displays a wide variety of fresh-delivered sandwiches, beverages and other healthy chilled offerings. A well-positioned pay point with room for multiple cashiers sits opposite the entry along the back wall for increased visibility and to help create an expanded impulse zone. Dark brown gondola fixtures are used to merchandise pantry basics and assorted snacks. Customer rest rooms were also added along with two water fountains along the outside of the store for runners who train in the area. The new design is rounded out by a 225-square foot walk-in “beer cave” – the first of its kind in Hawaii.

The original 670-square-foot convenience store, which was built in the 70s, was demolished in January. Aloha Petroleum spent \$2 million to rebuild the Kahala store. The general contractor was BKA Builders, Inc.

Last month, Aloha Petroleum opened a brand new 2,000-square-foot convenience store and fuel station in Kahului, its first on Maui, and another in Kailua-Kona. Both stores feature the new design and imaging. The Aloha Island Mart in Diamond Head was also renovated in April.

About Aloha Petroleum, Ltd.

Aloha Petroleum, Ltd. is an independently owned and locally operated petroleum marketer and convenience store operator with a history in Hawaii that dates back to the early 1900s. Aloha employs approximately 450 Hawaii residents and markets through 102 locations – 54 Aloha branded fueling stations, 45 Shell branded stations and three unbranded locations – on Oahu, Maui, Hawaii, and Kauai.

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