



BUILDING TOGETHER

JMP Community Bulletin: Special Concessions Edition
November 2024

JFK Millennium Partners | Vantage GROUP
A MEMBER OF

Creating an Inclusive Concessions Program

A Message from JMP's Supplier Diversity Team



As we continue to move forward with the development of Terminal 6, we are excited to bring you this special edition of our community bulletin, dedicated entirely to our concessions program! This initiative is about so much more than dining and shopping; it is a vital step in creating a vibrant, inclusive, and world-class experience for everyone who passes through our doors.

We are especially proud to introduce the local and diverse businesses that will be part of our Terminal 6 concessions program (See "Meet our T6 Concession Partners"). Many of these incredible partners first connected with us at our

community outreach events last summer, showcasing the success of our efforts to ensure JFK's redevelopment benefits the surrounding community. By supporting diverse entrepreneurs and local businesses, we are not just shaping Terminal 6—we are fostering generational wealth and creating meaningful economic opportunities right here in our Queens neighborhoods.

These businesses embody the spirit of New York—bold, innovative, and resilient. As they join us in this world-class travel hub—some as joint-venture partners and others as food and beverage concessionaires—we are enhancing the passenger experience while driving lasting, impactful change for our local economy.

Thank you for being part of this journey as we work together to build a terminal that truly reflects the best of our community and our city.

1 T6 Concessions:
Cleared for Takeoff

2 Meet Our
T6 Concession
Partners

3 Q&A with
Keishon Warren,
CEO, BKLYN Blend

4 Now Boarding:
T6 Local Business
Marketplace

5 T6 Concession
Information Sessions

6 Procurement
Timeline

7 Events Calendar



1 T6 Concessions: Cleared for Takeoff

Get ready for an exciting retail experience set to launch in 2026.

JMP has partnered with Avolta companies Hudson and Dufry to open over 28,000 square feet of duty-free retail space in Terminal 6. This space will feature a mix of global luxury brands and local New York favorites, creating a unique sense of place. Our retail program will feature several attractions, ensuring travelers enjoy a dynamic and immersive shopping experience.

Key highlights of the retail experience include:

- ✦ *The Liquor Libraries:* Inspired by New York’s libraries, offering premium spirits and a Prohibition-era speakeasy
- ✦ *The Green Market:* Showcasing New York City’s finest artisanal goods

- ✦ *The Pavilion:* A sanctuary of premium beauty and skincare brands
- ✦ *Theater of Dreams:* A fragrance haven inspired by Union Square’s Daryl Roth Theatre

In addition, Hudson will open nearly 10,000 square feet of travel convenience and specialty retail space, featuring concepts such as Chelsea Outpost, City Square Supply, Skyline Central, and Astor & Lenox. These stores will offer a curated selection of travel essentials, local products, and unique mementos, ensuring that travelers have everything they need for their journey.



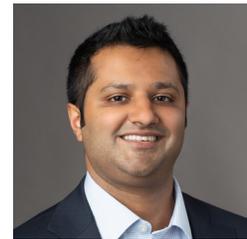
CRAIG WATSON
Baked Cravings



JAMES R. KELLY III
KELLEE Communications



MONISHA SINGLA
M&R Concessions



RAJIV SINGLA
M&R Concessions



LOYCENT GORDON
Neir's Tavern



DAWN KELLY
The Nourish Spot



SANDY ROBERTS
Olympic Supply



TERRI ROBERTS
Olympic Supply



SAMANTHA SANCHEZ
Samantha Alexis Consulting



JANISE HERNANDEZ-FRITH
Sullivan-Hernandez Group, Inc.



TEVLETS (BEEJHY) BARHANY
Tzion Café

2 Meet Our T6 Concession Partners

Featuring the local and diverse businesses shaping T6 concessions.

JMP has selected local and diverse businesses as joint venture partners and food & beverage concessionaires at Terminal 6. The inclusion of local, minority- and women-owned businesses represents a significant step toward generating economic opportunities for communities surrounding JFK.

The selected ACDBE joint venture partners include:

- ✈ **Baked Cravings** (Harlem, duty-free joint venture partner)
- ✈ **Neir's Tavern** (Southeast Queens, duty-free joint venture partner)
- ✈ **Tzion Café** (Harlem, duty-free joint venture partner)
- ✈ **The Nourish Spot** (Southeast Queens, travel convenience and specialty retail joint venture partner)
- ✈ **Sullivan-Hernandez Group** (Long Island/ Nassau County, travel convenience and specialty retail joint venture partner)
- ✈ **Samantha Alexis Consulting** (Southeast Queens, specialty retail joint venture partner)
- ✈ **Kellee Communications** (Atlanta, Ga., longtime ACDBE operator and partner that will also mentor newer partners)

The local eateries whose brands will be featured in the new Terminal 6 include:

✈ **Di Fara Pizza** (Brooklyn) – Established in 1965, Di Fara Pizza is known as one of the best pizzerias in New York City and boasts top ratings from esteemed sources like *Time Out*, *Secret NYC*, and *One Bite Reviews*.

✈ **Alidoro Cafe** (New York City) – Founded in Soho in 1986, Alidoro embodies two of the most prolific food region cultures in the world: Italy and New York City.

(In partnership with **M&R Concessions**, Southeast Queens, local ACDBE operator)

✈ **BKLYN Blend** (Brooklyn) – Since January 2016, BKLYN Blend has been a staple Black-owned juice bar and health food restaurant in Bedford Stuyvesant and East New York, Brooklyn.

✈ **Fuku** (New York City) – Founded in 2015, Fuku is the fried chicken concept from New York chef David Chang, who has been heralded as one of the most important American chefs and restaurateurs of the 21st century with six James Beard Awards.

✈ **Hanoi House** (New York City) – Hanoi House opened in January 2017 in the Historic East Village Park and received early accolades including “Chef of the Year” from *Eater New York*, and recognition as the top choice for the absolute best Vietnamese restaurant in New York by *New York Magazine*.

(In partnership with **Olympic Supply**, ACDBE operator)

BKLYN Blend and **Tsion Café** are graduates of the Port Authority’s Institute of Concessions.

JFK Terminal 6 Food & Beverage Brands


ALIDORO

BKLYN BLEND

DI FARA
EST.1965

fuku

HÀ NỘI HOUSE

3

Q&A

Keishon Warren CEO, BKLYN Blend

The Brooklyn entrepreneur shares his recipe for health, flavor, and business success.

1. What inspired the creation of BKLYN Blend, and how did your journey in the food and beverage industry begin?

BKLYN Blend is built on the motto, “Spread[ing] Love, It’s the Brooklyn Way!” At the core of our mission is love. We founded this business to support our hardworking parents as they approached retirement. Fueled by the love of our community, our mission evolved to focus on serving our community nutritious meals with kindness. We recognize the importance of offering diverse, healthy choices, and we intentionally designed our brand to reflect this commitment.

2. How has your experience with the Port Authority’s Institute of Concessions influenced your path to becoming a concessionaire at Terminal 6?

When I first saw the posting for the Port Authority’s Institute of Concessions (IOC) program, I was hesitant to apply. Running multiple street-side businesses every day creates substantial demands on my time, and I didn’t think I had the capacity to commit fully. However, my experience with the IOC program has been transformative and has truly opened doors for me to realize and pursue my dreams. The connections I’ve made within the airport community and the resources available through the program would not have been easily accessible otherwise.



3. In what ways has your Brooklyn upbringing influenced the concept and offerings at BKLYN Blend?

While growing up in Brooklyn, I experienced many unique communities that ebb and flow into one another. This is how we envisioned BKLYN Blend. Each item on our menu, such as the Park Slope Salmon Sandwich and the Fulton Street Shake, pays homage to the streets, landmarks, and neighborhoods of this remarkable borough.

We personally designed and built all our locations using reclaimed wood and materials sourced from various parts of Brooklyn, including materials from the Coney Island Boardwalk, old water tanks, and demolished buildings in our neighborhood. We were intentional about incorporating the iconic essence of Brooklyn into our brand.

4. What unique flavors and experiences can travelers expect when they visit BKLYN Blend at Terminal 6?

BKLYN Blend is all about flavor, infusing our menu with a vibrant Caribbean flair that enhances both our drinks and food. We take pride in using unique ingredients, such as our signature house-made chipotle and tamarind sauce, which adds a delightful kick to our dishes. Our beverage selection features an array of refreshing smoothies, shakes, and juices crafted from high-quality, premium ingredients like nutrient-rich sea moss and sweet, tropical soursop, ensuring every sip is a taste of paradise.

In addition to our exciting beverages, we offer a range of delicious vegan patties, providing flavorful and healthy options for the airport community. These patties include inventive fillings such as jerk plantain, savory lentils, hearty pumpkin, and even salmon, catering to a variety of tastes and dietary preferences. At BKLYN Blend, we are committed to delivering not only great flavor but also nutritious choices that nourish the body and spirit.



5. What advice would you give aspiring entrepreneurs looking to break into the airport concessions business?

First and foremost, always believe in yourself and recognize your potential for greatness. Navigating the complexities of airport operations hinges on having the right information and establishing meaningful connections. It's essential to reach out to local community leaders; their wealth of knowledge and resources can provide invaluable support. They are not only willing but eager to lend a hand. Additionally, programs like the Institute of Concessions play a vital role in fostering inclusion and diversity within the airport, creating a more equitable environment for everyone involved. Embrace these opportunities and make the most of the resources available to you.

4

Now Boarding: The T6 Local Business Marketplace

Bringing together local retail businesses to explore concession opportunities.

The JFK Terminal 6 Local Business Marketplace offers retail businesses based in Queens, NY, and graduates of the Port Authority Institute of Concessions (IOC) a unique opportunity to enter the airport retail space. The marketplace will feature five retail and grab-and-go concessions (two kiosks and three in-line units) launching in 2026 and 2028. JMP will oversee the design, construction, and costs to build these units! Selected businesses will only need to supply their merchandise, staff, and a minimal investment into the space to make it their own.



Who Can Participate

- ✈ Graduates of the PANYNJ Institute of Concessions
- ✈ Retail businesses based in Queens, NY

Permitted Concession Items

- ✈ This opportunity is limited to retail products and pre-packaged food items (no onsite food preparation available)
- ✈ Unique New York “sense of place” offerings are preferred, but not required

Eligibility Requirements

- ✈ Minimum three years of retail ownership or management experience
- ✈ Ability and infrastructure to handle high-volume sales
- ✈ Proven success in retail or pre-packaged food sales





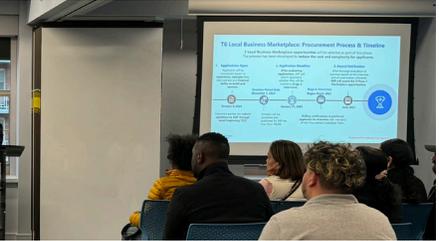
5 T6 Concession Information Sessions

JMP's community outreach events draw enthusiastic turnout.

More than 300 local Queens retail businesses attended JMP's Local Business Marketplace outreach events this fall. The first event was held on October 8 at the Helen Marshall Cultural Center in Queens, co-hosted by Congressman Gregory Meeks, Queens Borough President Donovan Richards, and New York City Council Speaker Adrienne Adams. The second event, held on October 28 at the Greater Nexus in Jamaica, Queens, was co-hosted by Senator Leroy Comrie and Assemblywoman Alicia Hyndman. The third event took place on November 4 at Challenge Charter School in Queens, hosted by Senator James Sanders Jr., Council Member Selvena N. Brooks-Powers, and Assembly Member Khaleel Anderson. Each event provided attendees with an overview of the Local Business Marketplace opportunity, including details on the eligibility criteria, program benefits, and application process.



Queens local businesses, public officials and Port Authority staff attend JMP's outreach events.



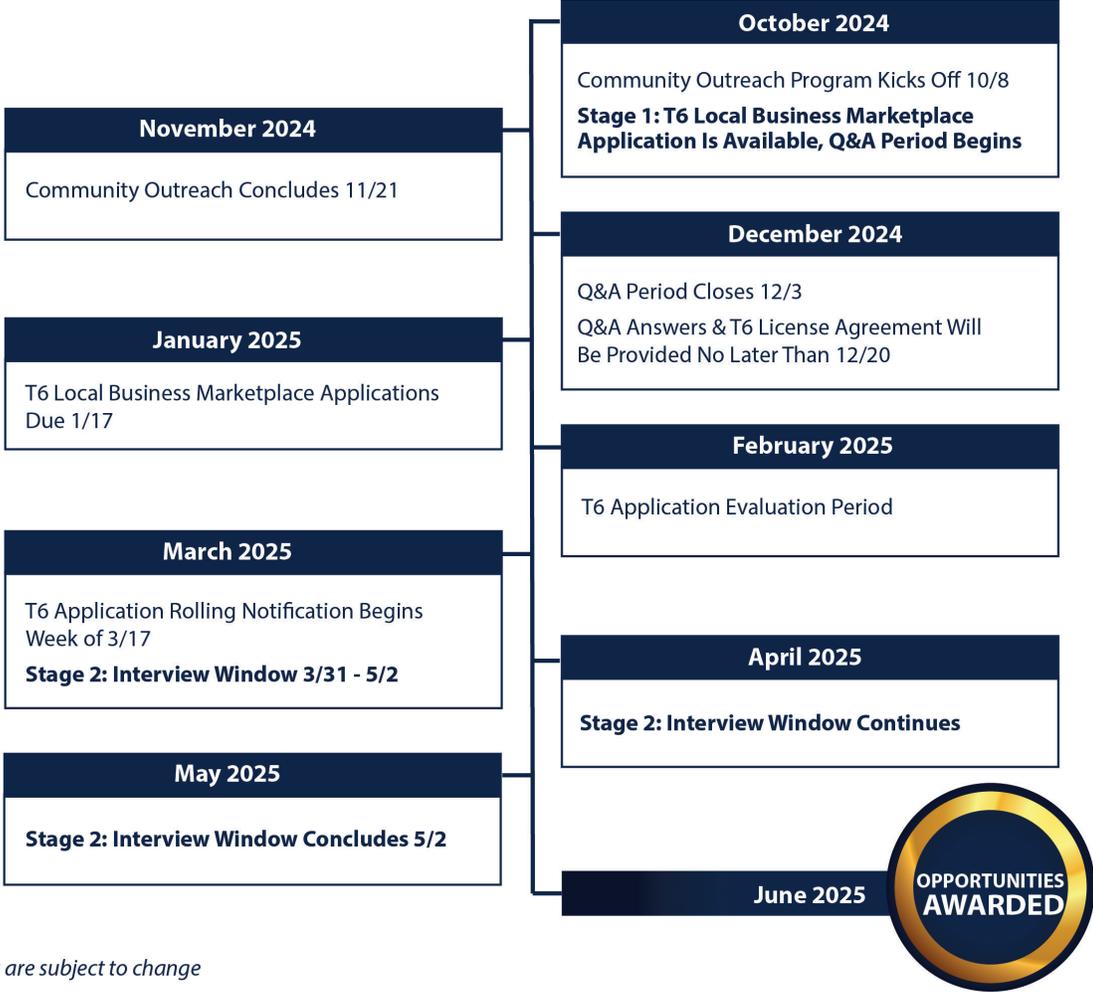
6 Procurement Timeline

This timeline outlines the procurement process for the Local Business Marketplace, which began in October 2024 and will conclude in June 2025 with the awarding of opportunities.



JFK TERMINAL 6 LOCAL BUSINESS MARKETPLACE

Timeline



**Dates are subject to change*

To learn more about the JFK Terminal 6 Concessions Program, visit www.anewjfk.com

7

Events Calendar

Don't miss JMP's upcoming outreach events designed to provide information about T6 concession opportunities. These in-person and virtual events provide networking, resources, and insights to help businesses compete for current opportunities and thrive in the airport environment.

Information Sessions

In Person

- ✂ October 8 *Completed*
- ✂ October 28 *Completed*
- ✂ November 4 *Completed*

Virtual

- ✂ December 10

Gateway to Growth: Completing the Application

Virtual

- ✂ November 12 *Completed*
- ✂ November 14 *Completed*

Concessions Access to Capital Information Sessions

Virtual

- ✂ October 30 *Completed*
- ✂ Additional Session (*Date TBD*)

Doing Business at the Airport Panel Discussion

In Person

- ✂ November 21

