

For more information:

Andy McDermott
Shea, Inc.
612.594.4245
andym@shealink.com

FOR IMMEDIATE RELEASE

Cocina del Barrio opens at 50th and France

MINNEAPOLIS (December 17, 2010) – Barrio, the wildly popular tequileria with locations in Minneapolis and St. Paul, is opening a third installment, **Cocina del Barrio**, in the 50th and France retail neighborhood in Edina, on Saturday, December 18. This latest iteration of the concept includes the addition of a dining room and display kitchen, and places particular emphasis on an expanded food program developed by executive chef Bill Fairbanks.

“As the sister restaurant to our Minneapolis and St. Paul locations, Cocina del Barrio will feature the same casual sophistication and similar aesthetics, like our wall of tequila and custom art installations. For this new concept, however, we are building on those strengths and taking our food and drink menus to a higher level,” explains general partner Ryan Burnet, who chose to tweak the concept slightly to fit the Edina market, which gives his growing company an additional prototype to consider for potential future markets.

Fairbanks helped to create the original menu at the first Barrio location and has been leading the kitchens of all locations since then. For the new spot, he will be supplementing the popular Latin American street food offerings with new soups and salads, ceviches and a wide range of fresh, health-focused entrees made with locally sourced ingredients, many of which will be cooked on a new wood-burning grill. New items include Lobster Ceviche with Hearts of Palm, Aji Amarillo and Sour Orange; Ahi Tuna with Red Watercress, Cucumber and Avocado-Tomatillo Salsa; and Compart Family Farms Pork Rib Chop with Corn Pudding, Huitlacoche and Mushrooms Al Carbon.

The beverage program will include Barrio’s signature selection of tequilas and a ramped up wine program, featuring over 60 varieties from regions that span the globe. They have also developed a new, innovative cocktail list that Burnet says “will be very unique for Edina.” Drinks include the Bloody Maria, a spicy house-made twist on the bloody mary with your choice of tequila or mescal; the Trinity cocktail, a healthy fresh-squeezed-lime version of the margarita; and the Jimadore Vacation, made with Jose Cuervo Tradicional tequila, coconut rum, lime juice and lemon-lime soda.

Burnet worked once again with design and marketing firm Shea, Inc., on the design of the former office building at 5036 France Avenue South. Partner Tim Rooney was also a key player in the design of the space and his contracting company, Metropolitan Development, completed the construction. As with the other locations, this one has a heavy art focus, with one-of-a-kind commissioned pieces including a large hand-crafted mural on the building’s exterior by artist Andrea Stanislav, and a massive metal sculpture in the bar by local artist Adam Pechman, of a bull’s head with horns spanning six feet wide. The Latin-themed interior includes reclaimed Gothic windows and arches, a giant reclaimed chandelier and handmade tiles in Barrio’s signature red color. The expanded wine program is highlighted in displays throughout the sprawling interior that has a large bar in the front with main dining and an exposed kitchen in the back. A private dining

area has room for about 20 seats and in the warmer months, a sidewalk patio will provide an additional 20 seats.

Hours are 11am to 12am Monday through Thursday, 11am to 1am on Friday and Saturday, and 11am to 11pm on Sunday. Food will be served in both the bar and restaurant until midnight six nights a week.

Cocina del Barrio
5036 France Avenue S.
Edina, Minnesota
phone: 952-920-1860
website: barriotequila.com
twitter: @CocinaBarrio

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Macy's, TCF National Bank, Morton's The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site at www.shealink.com or our blog at www.sheanything.blogspot.com.