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**FOR IMMEDIATE RELEASE**

## Pairings Food & Wine Market now open

**MINNEAPOLIS (May 26, 2009)** – On Monday, May 18, co-owners Holly Damiani and Mark Peregory opened the doors to Pairings Food & Wine Market in Minnetonka. The duo worked with Shea, Inc., a Minneapolis-based marketing and design firm, on the design of the new retail space located in the Minnetonka Crossings shopping center. This brand new concept features a high-end food market adjoined to a full service wine and spirits shop.

The pairing of the two retail locations under one roof is just one iteration of the “pairings” theme. The wine store offers over 1000 labels, including an impressive selection of half bottles of wine, a full line of spirits and one of the region’s largest selections of bottled beers (where you can mix-and-match your own custom six-packs.) Every bottle of wine in the store includes suggestions for food pairings, many of which can be purchased in the adjacent all-fresh, made-on-site food market. The market is open for breakfast, lunch and dinner and features made-to-order salads, pizzas, and sandwiches from the grill, and prepared foods for sale by the pound for take out, including meatloaf, crab cakes and chicken wings. It also features cured meats, fresh pasta-by-the-pound, a large variety of olives, and cheeses selected by a full-time cheese monger. Items from the market also come with suggested pairings of wine or beverages sold by the glass in the market or by the bottle in the wine shop. A purchase in the wine shop can be uncorked for no charge in the market and enjoyed in the dining area or on the expansive outdoor patio.

Damiani stresses that Pairings is not a restaurant but more of a total meal concept. “We are foodies and we want more people to become interested in food. At the same time, we are Minnesotans that want good comfort food. We want to have offerings that are accessible, economical and fun. Exploring shouldn’t be intimidating; it should be a celebration.”

After working in the hotel industry together for 10 years, Damiani and Peregory developed the Pairings concept based on several visits overseas. Damiani notes, “In Europe, you don’t shop with a list. You see what’s available and shape your meals around the best, freshest finds at the market. Then, you really savor the food and wine with your friends and loved ones. We’re hoping to help people here in Minnesota to take the time to savor what they eat and drink.”

Education is a big part of the business. “It begins with a well-organized, well-trained staff,” explains Damiani who has a serious desire to educate the guest and expose them to new products and ways to enjoy them. “We help you learn about beer, wine and food. Whether it is through a class with one of our on-site experts, a seminar with a local chef or farmer, or just a conversation with a member of our staff, we tell you how to put it all together. We want you to enjoy the entire experience and can show you how to carve a turkey or layout a cheese platter. We can help you select items for a fabulous picnic basket. And then we can even provide you with fresh flowers that will help to make your table—and your celebration—complete.”

The concept includes a serious commitment to the freshest offerings available. This includes supporting local farmers and vendors. Damiani states, “We’re big on seasonality. If it’s not available locally, we probably won’t carry it.” With the help of chef Mike Broughten in the kitchen,

these fresh ingredients are used in creative ways, including made-from-scratch four-cheese ravioli and butternut squash and goat cheese pizza.

For the décor, Shea's designers incorporated elements influenced by the markets of Europe and integrated warm earth tones, including red and gold plaster and exposed brick walls which are enhanced with custom iron lighting fixtures and antique European furniture. A striking glass wine tasting room at the entrance visually unites the two environments and the design of the space combines clean, contemporary lines with iconic traditional elements.

The owners are striving to create a true neighborhood market that is comfortable and accessible. And they want to be flexible. They have a real desire for customer suggestions and feedback so that they can continue to serve their guests in the best way possible.

*Pairings Food & Wine Market, 6001 Shady Oak Road, Minnetonka, MN 55343;*

**[www.pairingsfoodandwine.com](http://www.pairingsfoodandwine.com)**

*Food Market Hours: Monday - Thursday 7am-9pm; Friday 7am-10pm; Saturday 8am-10pm  
Sunday 8am-9pm*

*Wine Market Hours: Monday - Thursday 10am-9pm; Friday and Saturday 9am-10pm; Sunday  
Closed*

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 [www.shealink.com](http://www.shealink.com).