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FOR IMMEDIATE RELEASE

Shea's innovative designs found in cities throughout the US

MINNEAPOLIS (December 5, 2011) – Shea, Inc., a Minneapolis-based marketing and design firm, has developed a solid reputation for creative and innovative design of restaurant and retail properties throughout the Twin Cities, and 2011 has been a banner year for the firm in terms of securing high profile projects outside of Minnesota. Fee revenue from work performed outside of Minnesota is up 55% over 2010, resulting in an overall 30% increase in revenue for the firm across all states.

Some highlights of Shea's recent national work include:

SC Asian Grill – Shea worked with Flat Out Crazy Restaurant Group, owners of the 18-unit [Stir Crazy Fresh Asian Grill](#) and 18-unit Flat Top Stir-Fry Grill restaurants located throughout the Midwest, East and South, on the opening of its first **SC Asian**, a new hybrid fast casual/full service restaurant concept that opened November 18th in Macy's flagship department store in San Francisco.

Rosa Mexicano – Shea served as architect of record for the new downtown Minneapolis [Rosa Mexicano](#) location which opened in fall 2011, and the firm has since signed on with the upscale Mexican restaurant chain to assist with design for locations in Boston and San Francisco.

Shula's – Shea has been working with Shula's to develop new concepts for the [growing family of restaurants](#). **Shula's Bar & Grill** is an upscale casual full service restaurant developed specifically for airport environments. Shula's and Shea worked with HMSHost to open a location in Concourse D of the Miami International airport in May, and [a second unit opened last week at the Southwest Florida International Airport in Fort Meyers](#).

Shea also worked on the creation of **Shula Burger**, which is a comfortable, casual full service restaurant with a focus on hamburgers, made from the fine quality of beef that Shula's is known for. The first location will open in December in Islamorada, a village of islands in the Florida Keys.

Frontera – Shea worked with celebrity chef Rick Bayless's Frontera brand on a new airport restaurant concept called [Tortas Frontera](#), a fresh approach to Mexican fast casual, featuring tortas (griddle-baked sandwiches) and molletes (open-face sandwiches). The first unit opened in O'Hare International Airport's Terminal 1 in February and a new location opened in November in Terminal 3.

Crave – Shea has worked as a design partner for [Crave](#) since its inception in 2007. This rapidly growing restaurant company, named a ["2011 Hot Concept" by Nation's Restaurant News](#), now has 4 locations in Minnesota, and units in Omaha, Nebraska, and Orlando, Florida, with unit volume averaging \$6 million. The company is opening the seventh Crave location in Coral Gables, Florida, on December 9.

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. 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.sheaanything.blogspot.com.

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