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FOR IMMEDIATE RELEASE

O'Hare welcomes Tortas Frontera by Rick Bayless

MINNEAPOLIS (February 4, 2011) – Tortas Frontera, the latest concept from celebrity chef and restaurateur Rick Bayless, opened in Chicago's O'Hare International Airport on January 17, 2011. Bayless worked with Shea, Inc., a Minneapolis-based marketing and design firm, on the design of the Terminal 1 location. The restaurant's debut is being marked with an official grand opening celebration today.

Bayless is well known for his Chicago-based flagship Mexican restaurants Frontera Grill and Topolobampo as well as his more casual Xoco and Frontera Fresco concepts. He has developed a large line of Mexican food products and cookbooks under the Frontera Foods brand, has formed a non-profit organization to support sustainable farming and has become a beloved television personality. Tortas Frontera by Rick Bayless is the latest concept in the evolution of the Frontera brand, and Bayless has plans to open a second location at O'Hare's Terminal 3 in the next few months. The airport-based restaurants will both be operated by HMS Host Corporation.

The menu at Tortas Frontera features scratch-made tortas (Mexican sandwiches) made with the same culinary techniques used at Frontera Grill and Topolobampo and served on the same bread that is used at Bayless's Xoco restaurant. Other items include breakfast molletes (open-faced sandwiches), a yogurt bar, a guacamole bar, soups and salads, fresh lime margaritas and beer. The full menu can be found at <http://www.rickbayless.com/news/view?articleID=171>.

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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 Crave, TCF National Bank, Lunds/Byerly's, Wells Fargo and NorthMarq. 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.