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FOR IMMEDIATE RELEASE

Shea Keeping Busy with Restaurant and Food Service Projects

MINNEAPOLIS (August 4, 2010) – Shea, Inc., a Minneapolis based design and marketing firm, has been keeping very busy with new and ongoing restaurant and food service work, which currently accounts for approximately 65% of the company's business. Here are some of the highlights:

Backstreet Kitchen – Shea worked with Tony Sisinni, owner of Mainstreet Bakery in Edina, on the launch of Backstreet Kitchen, a catering arm of the business. Shea assisted with brand development and logo design. www.backstreetkitchen.com

Boardwalk Fresh Burgers & Fries – This beach-themed burger chain has seven units throughout the US, and Shea has teamed up with franchisee Irene Jung on the design of her first location in Boca Raton, FL. www.boardwalkfreshburgersandfries.com

Byerly's – After working with Byerly's on a successful overhaul of the Golden Valley store, Shea is working on the Burnsville location on a conversion of the in-store restaurant to a wines and spirits shop. www.lundsandbyerlys.com

Crave – Shea continues to partner with Kaskaid Hospitality on design of their Crave restaurants. The newest unit just opened in Orlando, FL, with another on the way in Omaha, NE. www.craveamerica.com

Cocina del Barrio – Design is complete and construction is beginning on the third installment of the wildly popular taco and tequila joint at 50th and France in Edina, which is set to open this fall. twitter.com/CocinaBarrio

Linden Hills Co-op – Shea is working with Linden Hills Co-op to develop new interior graphics and signage for their new store at 3815 Sunnyside Avenue. The business is scheduled to move to the new spot from its current location at 2813 W. 43rd St. in September. www.lindenhills.coop

Peoples Organic Coffee and Wine Café – Owner Lynn Gordon has been serving Peoples Organic Coffee at her French Meadow Bakery locations for years. Now she will be serving her French Meadow baked goods at Peoples Organic Coffee and Wine Café, a new shop in Galleria Edina, which is set to open in November. www.peoplesorganiccoffee.com

Psycho Suzi's Motor Lounge– Shea is working with owner Leslie Bock on a relocation of Psycho Suzi's. Look for the same tiki-inspired design at the former Gabby's space in Northeast Minneapolis, which will give the restaurant a huge increase in seating capacity including an expansive riverfront outdoor patio. www.psychosuzis.com

RJ's American Grill – Shea worked with RJ's American Grill in St. Cloud, Minnesota, on the design of a new logo in an effort to increase the restaurant's presence and impact within the area. The updated logo will be connected to all aspects of the restaurant from signage and menus to all future marketing efforts. www.rjsamericangrill.com

Shula's Bar – Shea is working with Hall of Fame Coach Don Shula of Shula's Steakhouses on the design of a Miami airport bar and restaurant called Shula's Bar & Grill. www.donshula.com

Surdyk's Flights - Jim and Taylor Surdyk, owners of Surdyk's Liquor & Cheese Shop in Northeast Minneapolis, worked with Shea on Surdyk's Flights, a gourmet food and wine market with full service café and bar, which opened July 24 in the main concourse of the Minneapolis-St. Paul airport. www.shopsatmsp.com/page/1/Surdyk-s-Flights.jsp

Tucci Benucch - Shea is working with Lettuce Entertain You Enterprises (LEYE) on a refresh of its popular Mall of America concept, Tucci Benucch. LEYE has enlisted Shea to update the space and give it new energy. The most notable change in the new design is a reworking of the front dining room into a bar and cocktail area, which will give the concept a fresh new storefront and inviting entrance from the mall. Construction will be phased over the summer so that the restaurant can continue to operate while the changes are implemented. Look for a completely revamped Tucci Benucch in October. www.leye.com/restaurants/directory/tucci-benucch

Whiskey Park – Shea is partnering again with Gene Suh on a new downtown bar concept called Whiskey Park. Shea previously worked with Suh on The Lyndale Tap House, which opened last year in the Lyn-Lake area of Minneapolis. Whiskey Park will be located in the space that formerly housed The Lodge Bar at 11 S. 5th Street in Minneapolis. www.thelyndale.com

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.sheaanything.blogspot.com.