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FOR IMMEDIATE RELEASE



Shea-designed Cicimo Taqueria debuts in Monterrey, Mexico

MINNEAPOLIS (May 6, 2011) – Shea, Inc., a Minneapolis based marketing and design firm, recently worked with client Mauricio Sada on his idea to bring a chain of taquerias to his hometown of Monterrey, Mexico. Last week, Sada unveiled his first Cicimo Taqueria when it opened to the public on Thursday, April 28.

Monterrey is the capital city of the northeastern Mexican state of Nuevo León, and is the second largest metropolitan area in all of Mexico. The city serves as a major commercial center in the north of the country, being base to many important Mexican companies and multinational corporations. The densely populated city is peppered with hundreds of indistinguishable taco joints, and Sada, a former politician and restaurant developer, worked with Shea to develop an attention-grabbing brand of taquerias that would stand out from the rest as a fresh, bright and inviting concept with high quality offerings.

Shea helped Sada develop the Cicimo brand including the name, logo, menu, signs, and elements of the interior, such as bold graphics, high-impact colors and natural materials. Cicimo translates in English as “even more” and was a nickname Sada was given when he was younger. This is fitting, since Sada has plans to grow this concept to multiple locations. And it seems he’s got the chops to do so, having formerly owned and operated several Chili’s restaurants in Monterrey.

About Shea:

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.