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**FOR IMMEDIATE RELEASE**

## Brasa Rotisserie opens second location on Grand Avenue

**MINNEAPOLIS (June 18, 2009)** - Chef Alex Roberts, owner of the highly acclaimed Restaurant Alma and its casual sibling, Brasa Rotisserie, opened a second Brasa location on Grand Avenue in St. Paul on Wednesday, June 17. The Brasa Rotisserie concept is inspired by traditional Creole home cooking found throughout North America, South America and the Caribbean, and the menu features rotisserie chicken, slow cooked pork shoulder, braised beef and a large selection of side dishes. Roberts collaborated with marketing and design firm Shea, Inc., and design and construction company, Site Assembly, Inc. on the design of the restaurant.

After two financially successful years since the debut of the Minneapolis Brasa, Roberts thought the Grand Avenue site, which has been vacant since The Italian Pie Shoppe moved to a new location in 2006, was a great fit for expansion. Roberts developed the Brasa concept after noticing a “big gaping hole in the market for a decent \$15 meal.” The success of the first Brasa location, with price points averaging \$10-15 a head, demonstrates that he’s on to something. He believes the second Brasa will thrive in an area where people “already go to eat, celebrate, stroll and shop.”

The design of the St. Paul location was modeled after the original, with bright colors and faux painting techniques used to create the feeling of a Caribbean shanty, juxtaposed with clean, modern fixtures and furnishings. Steel and glass garage doors open to an expansive patio and create an inviting, open-air atmosphere. At 3,500 square feet—nearly double the size of the first location—the space fits approximately 90 seats (with an additional 45 seats outside) but Roberts wanted to keep the feeling of the original and not get too big.

“Compression is a good thing,” explains Roberts. “You want to have good energy, but still have intimacy. Once you get more than 200 seats, it becomes a huge operation. I feel like it is hard to get really great food at really large volumes.” He feels like the original Brasa has captured the soul of the classic American diner where “people just drop by for a great plate of food.” By staying

small, Roberts can remain involved in every aspect of the business, which, for now, is his preference. And at the end of the day, he says, "It's all about the food."

*Brasa Rotisserie, 777 Grand Avenue; St. Paul, MN 55105; 651-224-1302 info / private parties; 651-224-1628 take out; [www.brasa.us](http://www.brasa.us)*

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).