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FOR IMMEDIATE RELEASE

Shea-designed food and wine market begins construction next week

MINNEAPOLIS (January 22, 2009) – Holly Damiani and Mark Peregory are working with Shea, Inc., a Minneapolis-based marketing and design firm, on a new retail concept called Pairings Food & Wine Market. In January, they signed a lease for a space in the Minnetonka Crossings shopping center in Minnetonka, MN. Pairings will feature a high end market, cafe and full service wine and liquor shop. The concept will focus on pairing wines, beers and spirits with made-from-scratch meals that promote a back-to-basics food program.

Shea has been working on the design of the 6500 SF space since August. Because of state law, the wine, beer and spirits component is required to have a separate entrance from the market portion, but the two spaces will be operated by one management team as complementary sides of the same business. Staff will be trained to assist guests in both environments, recommending dishes from the café that complement customers' beverage purchases, and recommending the perfect wine or beer pairing for their food selections. Customers can choose to enjoy their meals in a comfortable dining area or they can have the freshly prepared meals packaged to take home.

A striking glass wine vault at the entrance visually unites the two environments. The design of the space combines clean, contemporary lines with iconic traditional elements. Warm earth tones include red and gold plaster and exposed brick walls which are enhanced with custom iron lighting fixtures and antique European furniture. Vintage wine-making equipment and other unique found objects help to promote a warm atmosphere that is a celebration of food and wine. Shea is responsible for all interior design components, including design of all graphics, signage and menus used throughout the space.

Damiani and Peregory are currently finalizing design details and construction documents with Shea. Zeman Construction Company will begin construction on the project next week and Pairings Food & Wine Market is projected to open this spring.

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.