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FOR IMMEDIATE RELEASE

Surdyk's Flights Debuts at MSP Airport July 24

MINNEAPOLIS (July 28, 2010) – Surdyk's Flights, a gourmet food and wine market with full service café and bar, opened this past weekend in the main concourse of the Minneapolis-St. Paul airport. Jim and Taylor Surdyk, owners of Surdyk's Liquor & Cheese Shop in Northeast Minneapolis, worked with Shea, Inc., a Minneapolis-based design and marketing firm, on the design of the new Surdyk's concept, which opened to travelers on Saturday, July 24.

Surdyk's Liquor opened in "Northeast" Minneapolis in 1934 and has been a beloved fixture in the neighborhood ever since. Throughout four generations, the Surdyk family has been offering the region's largest selection of wine and spirits, along with cheeses and artisanal fare from around the world, and airport management sought them out to fill a void in the airport food and beverage offerings. Shea worked with the Surdyk family to develop an offshoot of their popular brand, and created Surdyk's Flights, an upscale casual bar/restaurant and retail market.

The approximately 1000 square foot space features a sit-down restaurant and bar, a retail wine shop and grab-and-go sandwich shop. The menu features breakfast, lighter fare, plates for sharing, specialty desserts, coffee, tea, wine selections and specialty cocktails from a full bar. A unique aspect of the business gives Surdyk's Flights the ability to offer off-sale bottle sales to customers. Since guests have already passed through airport security, they can purchase bottles of wine to take with them on the plane, a service previously unavailable to travelers.

Shea's designers developed the Surdyk's Flights logo and menus, and used a complementary color palette in the design of the space. The storefront incorporates a full size replica of the sign from the original Surdyk's Liquor, and while the store design gives a nod to the company's history, it also incorporates clean, contemporary fixtures and furnishings. Reclaimed wood flooring and booths, off-white ceramic tile, glass and metal fixtures are used throughout the space in a modern, sophisticated way. The space contains bar seating, booths and modular shelving to display their wine selection and other offerings. A 260 square foot full-service "patio" section offers additional seating and is located across from the storefront in the center of the concourse.

Surdyk's Flights is sure to become a favorite stop for travelers seeking a quick, high quality food and beverage experience, where they can dine, drink, buy and fly!

Surdyk's Flights, MSP Airport Mall, Main Concourse; Hours: Mon-Sat 8am-9pm; Sun 10am-9pm.

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.