



FOR IMMEDIATE RELEASE

CONTACT: SUSAN BARROW
Hermansen Land Development, Inc.
214.373.4202 x20
susan@hermansenlanddevelopment.com

WINE CELLAR AT STARWOOD SET TO OPEN FIRST LOCATION AT THE SHOPS AT STARWOOD IN FRISCO

Frisco's Destination 'For All Things' Wine Plans an Early Summer Opening

FRISCO, TX – April 26, 2011 – Wine Cellar at Starwood, Frisco's destination for fine wine and wine accessories, will open its first location this summer in Frisco at The Shops at Starwood. A true boutique, Wine Cellar at Starwood offers a wide variety of wines from small production, hard to find wines to the classics. The business, owned and operated by David Denham, is a service-oriented wine shop specializing in wines from around the world, from Old World to New World, from bold reds to refreshing whites, you are sure to find your palate's desire.

This is a unique kind of store with customized gift baskets, monthly wine clubs, frequent buyer program, a personalized wine catering service, private event opportunities, and an ever-changing inventory of new wines where wine enthusiasts can feel like a kid in a candy store. Weekly tastings and periodic wine classes will welcome wine makers, vineyard owners, and trained sommeliers to guide you. A private "cellar" room will be the perfect setting for social gatherings, book clubs, night out, or casual business meetings. It will be easy to shop and browse – aisles with no clutter – just great wines.

The Wine Cellar's founder, David Denham, adds, "I'll buy hundreds of wines to only choose the few that impress, the ones that rock, kicking out the mediocre and only selling the best."

"It is an honor to have Wine Cellar at Starwood at The Shops at Starwood for the debut of what promises to be an exciting concept," states Kirk Hermansen of Hermansen Land Development and developer of The Shops at Starwood.

About The Shops at Starwood

The Shops at Starwood has been named an award-winning center by North Texas media and its Tenants have been awarded numerous accolades from D Magazine, CitySearch, Frisco STYLE, Star Community Newspapers, WFAA-TV and more. This Mediterranean-designed, vibrant collection of specialty retail boutiques, services and one-of-a-kind restaurants are located on the Dallas North Tollway at Lebanon Road in Frisco, an affluent suburb of Dallas.

Tenants include: Bonnie Ruth's Café Trottoir et Patisserie, Paper Affair, Dimples and Dandelions Children Boutique, Ginny's Underworld, Pierce Decorative Hardware and Plumbing, TruFire Kitchen & Bar, green peridot Aveda Lifestyle Salon, Century 21 Judge Fite Company Fine Homes and Estates, Panache at Home, The Gent's Place, Pappagallo Classiques, The Cupcakery, Tupy's Mexican Restaurant, Timeless Watch Exchange, Learning Express Toys, Piccomolo Italian Ice Cream, Nationwide Insurance, BeTween Scene Tootie Pie Gourmet Café, Smashburger, and The Wine Cellar at Starwood. For more information, visit www.theshopsatstarwood.com.

###