



NEW MEXICAN STREET FOOD WITH AN ATTITUDE RESTAURANT, PETRA NOW OPEN AT THE SHOPS AT STARWOOD

McKinney based, Chef Beto Rodarte opens second location of Petra, the Essence of Mexico in Frisco

(Frisco, Texas) – October 14, 2008 – The fresh ingredients and authentic flavor of Chef Beto Rodarte, owner of Petra, the Essence of Mexico, has opened delivering a true Mexico cuisine experience in a casual dining environment at The Shops at Starwood.

The aromas and flavor take you beyond the border to Mexico. Recipes are made daily from scratch with the finest and most fresh ingredients available. Chef Beto likes to think the fresh menu combined with a friendly, highly energetic staff with a dynamic, open display kitchen will convey the flair of attitude to compliment the authenticity of Petra. The first location was developed in McKinney, Texas on Eldorado Parkway.

“Petra Essence of Mexico adds an ideal flair for authenticity and with a great patio, beautiful arbor and outdoor fireplace, Petra is THE place in Frisco to enjoy one of Petra’s prized Margaritas!”, shares Kirk Hermansen, owner and developer of The Shops at Starwood.

Named for his grandmother Petra, Chef Beto Rodarte (Chef Beto) combines the fresh traditional street dishes he savored on the sidewalks of Mexico with his culinary passion to re-create simple, fresh, yet boldly flavorful dishes. Chef Beto is a graduate of the Culinary Institute of America and protégé of restaurateur, Phil Romano where Chef Beto help to develop Nachomama’s, a prototype for the award-winning Cozymel’s which was purchased by Brinker International. Chef Beto then transferred his creative energy to revitalizing On The Border which is now a trend setting leader in the restaurant industry.

Petra is a culmination of Chef Beto’s experience where he plans to duplicate the fresh street flavors and textures of interior Mexican cuisine creating a “fast” way to experience these one of a kind fresh flavors unique to his homeland.

A grand opening tasting event will be announced soon. Menus and photos available at: www.petrarestaurantventures.com

ABOUT THE SHOPS AT STARWOOD: Just north of Dallas of the Dallas North Tollway at Lebanon is an oasis of “cool” at The Shops of Starwood, is an award winning, mixed use lifestyle development for those who have discerning taste and enjoy an authentic lifestyle. Pedestrian plazas, water feature and heavy ornamental landscaping make it distinctive and elegant. The Shops at Starwood is “home” to many including Bonnie Ruth’s Café, Kotta Sushi Lounge, Learning Express, Piccomolo Ice Cream Celebration, Starwood Nails, Green Peridot Aveda Salon, Little Heiress, DFW Diamond Design Studio, It’s A Grind Coffeehouse and coming soon The Cupcakery, Plum Crazy, Mattress Logix, Petra Mexican restaurant and Trufire Kitchen & Bar. The Shops at Starwood is a development by Hermansen Land Development, Inc based in Dallas, TX. www.shopsatstarwood.com