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**DALLAS' LANDMARK TUPINAMBA'S SELECTS FRISCO FOR ITS SECOND  
LOCATION BRINGING 63 YEARS OF TEX MEX TRADITION**  
*The Shops at Starwood Welcomes Tupy's of the Tupinamba Family of Restaurants*

**(FRISCO, TEXAS) – MARCH 22, 2010** -- A Dallas landmark and 63 years of Tex Mex tradition, Tupinamba's is coming to Frisco at The Shops at Starwood located at the Dallas North Tollway and Lebanon Road. Frisco diners will find the same quality and traditional recipes of Tupinamba's at this new location which will be named Tupy's – a nod to the original location and youthful play on words which reflects this location's contemporary look. Owner, Jeff Dominguez is the grandson of Tupinamba's founder bringing three generations of experience to Frisco. It is generally believed that both Tex Mex style nachos and the sour cream enchilada were introduced to Dallas by the Dominguez family.

This is a significant win for The Shops at Starwood as the chosen site for the Tupinamba brand to expand into Collin County. Like the many other retailers recently added; Pappagallo's Classique, Pierce Hardware and Ginny's Underworld, they have all chosen to join the award-winning tenants of The Shops at Starwood to become part of this shopping center's fast growing reputation as the place for a unique retail and dining experience.

"We believe Frisco is need of an authentic Tex Mex restaurant like Tupinamba's. Frisco is a family-oriented area of growth that appeals to us and The Shops at Starwood offers a beautiful shopping center in a convenient and desirable location for our new customers," states Jeff Dominguez, owner of Tupy's. "Our family is confident this new location will be become a tradition like our home in Dallas and Frisco will embrace the Tupy's brand," continues Dominguez.

The nearly five thousand square foot location will offer a family-friendly dining room, full bar and patio. The look will reflect a Spanish and Mediterranean influence with authentic Mexican-style fixtures, warm colors and inviting space. The recipes will mirror the classics found at the Dallas location with chef specials on occasion. Tupinamba favorites include Cozumel, West Texas and Mexican Flag enchiladas, 12<sup>th</sup> Man, Trinos Mexico City Tacos, Big Boy J.T.'s Pescado Bravo, Gordo's Gallina en Crema along with the collection of signature margaritas such as the Tupy Gold,

Tupy Swirl, Tupy Meltdown and Tupy Topshelf. Their Tupinamba's is known for its comfortable atmosphere and a place where families come together to gather, share and celebrate.

"The Shops at Starwood welcomes Tupy's to Frisco. Their rich Dallas history and success will bring another marquee restaurant to the already successful group of family-owned businesses in our center and the Frisco community," states Kirk Hermansen, developer of The Shops at Starwood. "The addition of a Tex Mex concept will solidify The Shops at Starwood as a dining destination where people find one of kind concepts and authentic environments," continues Hermansen.

The lease was brokered in partnership between Real Street Properties and SRS Real Estate Partners.

Tupy's is expected to open in Summer 2010.

#### **ABOUT TUPY'S AND TUPINAMBA MEXICAN RESTAURANT**

At Tupinamba Mexican Restaurant, customers are more than a patron. They are part of a story that began in 1910, when Papa Froylan Dominguez fled Mexico during the height of the Mexican Revolution with a handful of cherished family recipes. He and his wife Consuelo began serving those recipes when they opened the first Tupinamba in 1947, where it is believed the nacho and sour cream enchilada were introduced to Dallas. What started as a family tradition has now become a Dallas legend. Still presiding over the oldest family-owned Mexican restaurant in the city, the Dominguez family proudly serves the same delicious recipes to this day.

<http://www.tupinambarestaurant.com/>

#### **ABOUT THE SHOPS AT STARWOOD**

The [Shops at Starwood](#) is a one-of-a-kind mixed use center featuring specialty dining, boutique retailers, luxury office space and upscale personal service amenities. Its timeless architecture, pedestrian plazas and signature fountain make it a distinctive and elegant Frisco destination for Frisco. With many of the retail owners having roots in Frisco, the atmosphere is much like a neighborhood. Phase III is planned to break ground in 2009. This Phase will offer Frisco's only Class AA Luxury office tower, with structured parking, additional specialty retail, and world class dining.

The [Shops at Starwood](#) opened in November 2006 and has received rave reviews from the media and community. Awards for the center and its tenants include: 2009 WFAA A-List Award Winners, [The Gent's Place](#) for Best Barber and [Pappagallo Classiques](#) for Best in Women's Shoes, 2008 Development of the Year by Frisco Chamber of Commerce, 2007 Finalist for Developer of the Year by Frisco Chamber of Commerce, [TruFire Kitchen & Bar](#) Best Restaurant by D Magazine, [Kotta Sushi Lounge](#) Best of the Burbs by D Magazine and Best Sushi by Citysearch, Little Heiress Best of the Burbs by D Magazine, [Bonnie Ruth's Café Trottoire et Patisserie](#) Best Neighborhood Restaurant by D Magazine, [It's A Grind Coffeehouse](#) named a finalist in 2007 and 2008 for Small Business of the Year by Frisco Chamber of Commerce and named Best Coffee by Citysearch, [green peridot Aveda lifestyle salon](#) owner, Daniel Lewis named national Fan Favorite on BRAVO TV's Shear Genius and numerous Aveda concept awards, [Sweeney Media Group](#) named 2008 Community Partner of the Year by the Frisco Chamber of Commerce, 2007 Best of Business by Frisco STYLE Magazine and [Century 21 Judge Fite Company Fine Homes & Estates](#) was named one of the Best Places to Work by Texas Monthly Magazine and is the largest Century 21 franchise in Texas.

Tenants include: Bonnie [Ruth's Café Trottoir et Patisserie](#), [It's A Grind](#), [Kotta Sushi Lounge](#), [TruFire Kitchen & Bar](#), Dimples & Dandelions, Starwood Nails, [green peridot Aveda lifestyle salon](#), [Century 21 Judge Fite Company Fine Homes and Estates](#), [Panache at Home](#), [The Gent's Place](#), [Pappagallo Classiques](#), Sweeney Media Group and [The](#)

[Cupcakery](#) along with the original tenants, [Learning Express Toys](#), [Piccomolo Italian Ice Cream](#), and [Nationwide Insurance](#). For more information, visit [www.theshopsatstarwood.com](http://www.theshopsatstarwood.com)

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