



MEDIA CONTACT
Shawn Paul Wood
(972) 499-6614
Shawn.Wood@hck2.com

FOR IMMEDIATE RELEASE
February 5, 2013

Norma's Cafe Builds a New Home in Frisco, Set to Open April

Benchmark Dallas diner expands its Texas home-cooking menu to Frisco

(DALLAS) – [Norma's Cafe](#), the original Dallas dining icon, is set to open a new location mid-April in Frisco. The new location will be a modernized update of the original Norma's Cafe on West Davis in the Bishop Arts District and similar to the location off Trinity Mills and the Dallas North Tollway. The classic Texas home-cooking menu, warm and genuine service and established customer relationships will be consistent to what the community already expects at the [two Norma's Cafe locations](#) in Oak Cliff and North Dallas.

"Norma's Cafe has been searching for a new building for months. We provided a customer survey to our guests to record our current demographics, which resulted with a list of neighborhoods that would best serve as a Norma's Cafe expansion. Frisco topped this list," said [Ed Murph, owner of Norma's Cafe](#). "We are excited to strengthen our relationships with our current guests that live or work in the growing Frisco area, and we look forward to creating new relationships with those in the area who may not be familiar with Norma's Cafe."

The third location in Frisco is about 4,000 square feet and seats 135 guests. The new expansion will create about 70 new jobs for the area – 50 for the staff and 20 for construction during the building of the restaurant.

The new Norma's Cafe location will be at the [Centre at Preston Ridge](#), located at 8300 Gaylord Parkway. Norma's Cafe will be surrounded by many other recognized businesses that include Super Target, Best Buy, Old Navy, DSW, Big Lots, T. J. Maxx and Half Price Books.

"Frisco is thrilled to welcome Norma's Cafe into our great and growing city," said [Mayor Maher Maso of Frisco](#). "Norma's Cafe will be a unique addition to Frisco. The Frisco community will enjoy grabbing a real home-cooked breakfast, savoring its Texas Chicken Fried Steak or indulging into the Mile-High Cream Pies at Norma's Cafe."

Updates on the progress of construction will be posted at [NormasCafe.com](#), as well as Norma's Cafe Facebook and Twitter pages.

For more information about the Norma's Cafe on W. Davis Street or Dallas Parkway, having Norma's Cafe cater your next meal or ordering its famous Mile-High Cream Pies™, call (972) 820-5871 or visit [www.NormasCafe.com](#).



Norma's Cafe is a Dallas home cooking institution. Founded in 1956, Norma's Cafe serves up hot, fresh, and savory home-style meals, with a sinful Texan flare, which are sure to make your mouth water. The original location has been operating in Oak Cliff for more than 50 years. The newest location is on Dallas Parkway in North Dallas. Norma's Cafe is the rare type of cafe that one can stop by for a cup of freshly brewed coffee or a full-on family meal and leave equally satisfied. Norma's Cafe staples include big breakfasts, characterized by fluffy biscuits and gravy, satisfying dinners with award-winning chicken fried steak, and homemade, Mile-High Cream Pies™ for dessert. Norma's Cafe is the one, the only, the original.