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Norma's Cafe Serves Up a New Dish Online

Historic Texas Comfort Food Restaurant Launches its New Website with Award-Winning Agency

(DALLAS) – [Norma's Cafe](http://www.NormasCafe.com), the original Dallas dining icon serving Texas home cooking for 55 years, officially launched its new website at www.NormasCafe.com. To develop the website, the landmark comfort food restaurant used its the full breadth of its public relations agency partner, [HCK2 Partners](#), which also specializes in branding, creative development and interactive design.

"We are thrilled to launch this website to our guests and this city that has been so good to us for so many years," said **Norma's Cafe Owner Ed Murph**. "It was important for this website to capture the good feelings Norma's Cafe has provided generations of customers while providing us with a whole new way to reach new customers. I believe we have that now."

The website features a nostalgic aesthetic, with dynamic content areas to drive organic SEO results and prominent tools to reach customers through [social media connections](#). Site visitors will find more insight to the restaurant's [history](#), a full, interactive view of its [award-winning menu](#), a home page feature for the latest promotions, a new [VIP email club](#) to subscribe to newsletter content and special offers, and a [newsroom](#) encompassing announcements from and past media coverage of Norma's Cafe.

For the new website, HCK2 implemented a conceptual design – one that created the impression of walking into one of the two Norma's Cafe [locations](#) in Dallas. The website reflects Norma's Cafe's friendly, welcoming atmosphere, as well as provides the restaurant a true digital touch for its customers to create a familiar experience online.

"Our work on the Norma's Cafe website was very rewarding because we not only take pride in our work for Ed and his restaurant, but we are also loyal customers," said **CEO and Creative Director of HCK2 Heather Capps**. "Much of the functional technology and curb appeal we provided Norma's Cafe was everything we want from any of our favorite restaurants online – and Norma's Cafe is definitely one of those places our entire team enjoys."

HCK2 is an award-winning, full-service agency that has served a [diverse array of Fortune 1000 and industry-leading clients](#). Among its most recent achievements, HCK2 was honored with the No. 5 ranking in the 2010 *Dallas Business Journal's* "Largest PR Firms" – the 11th consecutive annual recognition reflecting the progress and growth for the mid-size firm.



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.

About Norma's Cafe

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 just opened 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. For information about its two locations, catering or famous menu, visit www.NormasCafe.com or call (972) 820-5871.

About HCK2 Partners

HCK2 Partners (HCK2) is a Dallas-based full-service integrated marketing communications agency. Ranked among the top five public relations agencies in North Texas by the *Dallas Business Journal*, HCK2 communications programs keep clients close to customers and ahead of the competition with comprehensive media relations campaigns; creative multimedia marketing; and innovative interactive solutions. Founded in 1998, HCK2 has developed marketing communications expertise in growth industries including construction, culinary, direct sales, energy, finance, healthcare, retail, technology and telecommunications. More information is available online at www.hck2.com.

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