



## **Loft 610 Urban Restaurant & Lounge Announces Opening in Granite Park -- Plano**

*The hip, Northwest Plano restaurant serves up a chef-driven, new American menu with a side of urban sophistication.*

Dallas, TX, December 30, 2007 --(PR.com)-- Loft 610 Urban Restaurant & Lounge is proud to announce its opening, providing the suburbs of North Dallas with the opportunity have an urban dining and drinking experience close to home.

Founder and President, Brian Twomey, partnered with Zero 3 Design to create a comfortable, modern and sophisticated space that occupies almost 9,000 square feet. “We wanted the space to feel like an old brick warehouse that was repurposed into a modern restaurant”, says Twomey. They accomplished that goal by featuring walls of reclaimed brick, exposed steel structures and polished concrete floors.

Loft 610 Urban Restaurant & Lounge seeks to fill a dining and entertainment void for those who have left urban areas of major cities for the quality of life found in affluent suburbs such as Plano, Frisco and McKinney. Twomey asserts, “Moving to the suburbs does not mean that you lose your need for an upscale, urban vibe, but consumers often must settle for a less fulfilling option that is closer to home - we want to change that”.

Chad Holland, Executive Operating Partner, is excited about the knowledgeable staff that he has meticulously chosen to create a guest-focused service culture. “We must deliver an exceptional experience that is worthy and ever respectful of the customer's time. The occasion we deliver needs to be tailored for each guest's specific needs, and that takes uniquely talented servers that understand how to read those needs”, says Holland.

Upon entering the restaurant, guests are enveloped by the sophisticated, yet lively atmosphere. The large steel art wall just inside the door acts as a buffer between the front doors and the lounge. The dining room lies just past the hostess stand, its white-clothed tables reflect a soft glow of candlelight. Banquette, booth and table seating provides a private eating experience perfect for any size group, from a table of two to a party of twenty. The rear of the dining room is dominated by a large custom mural and an open kitchen.

The space is broken into several areas including a large loft that divides the lounge and the dining room, a private dining room in the Library and the lounge with couches, ottomans and a huge bar for congregating.

Executive Chef, Craig Latshaw and Chef de Cuisine, Marcos Rodriguez use premium, authentic ingredients to create unique new American dishes with a modern flair. The Crispy Duck Spring Rolls, pomegranate and red chili braised duck spring rolls with cucumber and jicama slaw, are the signature appetizer. The Calamari Corn Dogs, hand dipped cornmeal crusted calamari skewers served with dijonnaise, are delicious, unique and fun.

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Signature entrees include:

Venison Montenegro

Grilled axis deer loin served with potato hash, pasilla raisin glaze and vegetable de jour \$32

Grilled Beef Tenderloin with Roasted Garlic

Beef tenderloin stuffed with mild roasted garlic and topped with glaze de viande and tomato essence accompanied by tarragon mac-n-cheese \$37

Molasses Pork Tenderloin

Seared sage-brined pork tenderloin with boysenberry and molasses fig glaze served with habanero spoon bread pudding \$26

Asian Rain Salmon

Grilled ginger and lemongrass marinated salmon served with orange scented jasmine rice \$26

Pulled Chicken Pasta

Parpadelle pasta with pulled chicken, oven cured tomatoes, scamorza cheese and fresh basil \$19

Ravioli Langoustine

Langoustine lobster filled pumpkin ravioli with butternut squash puree and pepita pesto \$26

Rounding out the experience is an impressive 300 bottle wine list and a 40 bottle single malt scotch list. The full lunch and dinner menus are posted on [www.loft610.com](http://www.loft610.com).

Loft 610 Urban Restaurant & Lounge is located on the Southeast corner of the Dallas North Tollway and Highway 121 in Granite Park. The Address is 5760 State Highway 121, Suite 175, Plano, TX 75024.

Lunch and Dinner is served daily and the lounge and kitchen is open late on Thursday through Saturday nights. Live DJ's are featured Thursday through Saturday until 2:00 AM. For reservations, please contact the restaurant directly at (972) 377-2500 or online at [www.loft610.com](http://www.loft610.com). For press inquiries, please ask for Brian Twomey.

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