

## **MEDIA CONTACT**

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## Norma's Cafe Celebrates 9<sup>th</sup> Annual National Grilled Cheese Day With Free Grilled Cheese Sandwiches

(DALLAS) – <u>Norma's Cafe</u>, the original Dallas dining icon, will celebrate National Grilled Cheese Day on Thursday, April 12 from 10:30 a.m. – 8 p.m. All five cafe <u>locations</u> will offer all dine-in guests a free classic grilled cheese sandwich for the ninth year in a row. No purchase necessary.

"Here at Norma's Cafe, we cannot go a day without cheese, so what's better than a day fully devoted to grilled cheese sandwiches?" asks <u>Ed Murph, owner of Norma's Cafe</u>. "We are truly amazed at all of the delicious entries we've received through the online contest and we cannot wait to feature one on National Grilled Cheese Day."

Last year Norma's Cafe opened up its specialty grilled cheese sandwich to the cafe's guests and had an overwhelming amount of entries. This year, the creativity did not stop and the cafe has selected four finalists to compete for the winning specialty grilled cheese.

- The After Party (Renzo M)- Texas Toast with Swiss Cheese, Chicken Fried Chicken, Bacon, Fried Egg & Hash Browns with Ranch
- <u>Chili Mac Attack</u> (Sarah S)- Texas Toast with American, Swiss and Monterey Cheese, Chili, Mac & Cheese, Jalapenos, Bacon and Fritos with Ranch and/or Buffalo Sauce
- <u>Dallas Don</u> (Crystal M)- Texas Toast with American and Monterey Cheese, Bacon, Brisket, Jalapenos, Tater Tots with BBQ Sauce
- <u>The Boss Lady</u> (Mike G)- Texas Toast with Monterey Cheese, Bacon, Burger Patty, Onion Rings, Fried Egg with BBQ Sauce

To vote for your favorite sandwich, visit the Norma's Cafe National Grilled Cheese Day Facebook page from April 6-10. The sandwich with the most votes will be announced Tuesday, April 10 and will be available for purchase as the specialty sandwich at all five Norma's Cafe locations on April 12. The deluxe grilled cheese winner will be served with your choice of homemade chips, fries or tater tots for \$9.99. Additionally, the creator of the winning sandwich will be awarded free grilled cheese sandwiches for a year.

Guests that fill out a VIP Email Card in any of the 5 cafes, or online on the Norma's Cafe website, during the month of April will also be entered to win Grilled Cheese for a Year. One winner from each location will be randomly drawn at the end of the month.

For more information about the Norma's Cafe on W. Davis Street, Dallas Parkway, Park Lane, Frisco or in Plano, having Norma's Cafe cater your next meal or ordering its famous Mile-High Pies™, call (972) 820-5871 or visit <a href="https://www.NormasCafe.com">www.NormasCafe.com</a>.

## **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 60 years. Norma's Cafe has three other locations located in Caruth Plaza, North Dallas and Frisco, as well as its newest cafe located in Plano. 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, quick lunches with delicious home-style daily specials and satisfying dinners with award-winning chicken fried steak, and homemade, Mile-High Pies™ for dessert. Norma's Cafe is the one, the only, the original.