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### **EATZI'S MARKET AND BAKERY TO OPEN THIRD STORE IN PLANO TEXAS**

Dallas - eatZi's Market & Bakery will open its fourth store in Plano, Texas, on September 19, 2013 bringing chef-crafted food from the celebrated concept to area residents. The Market & Bakery will serve breakfast, lunch and dinner, 7 days a week, from 7am to 10pm. The store will be located at 5967 West Parker Road at the corner of the Dallas North Tollway and West Parker Road. The 10,000 square foot store will employ approximately 180 talented team members.

"We are extremely excited to finally be in Plano," said Adam Romo, CEO of eatZi's. "The residents of Plano are veritable foodies with sophisticated palates and tastes. Our vast selection of high-quality, affordable "Meals For The Taking" provides relief from the chore of everyday cooking." Romo also emphasized, "the Plano store will provide all the same wonderful selections found in its iconic Oak Lawn location."

eatZi's chef-crafted meals are prepared fresh from scratch, on-site, every day. Limited seating underscores the "Meals For The Taking" strategy for this non-restaurant, specialty food retailer. With over 1,500 items for sale, there truly is something for everyone at eatZi's. The full production bakery produces 200 varieties of artisan breads and pastries. The kitchen produces over 350 varieties of food (including sushi), which are sold cold for reheating later and hot for immediate consumption. The deli carries over 130 varieties of exotic meats and cheeses. Custom sandwiches and salads are made to order, hot or cold. The Grill prepares daily specials in addition to its regular offerings. The "Grab and Go" section offers complete meals, pre-packed with eatZi's most popular foods. The produce and specialty product selections can't be found in the typical grocery store. The Café offers specialty coffees and teas, which can also be purchased in bulk. To complement its world-class cuisine, eatZi's extensive wine and beer selection is equally impressive with over 340 varieties from around the world.

Created by Philip J. Romano in 1996, eatZi's encompasses the old-world charm of a European market with modern-day cuisine crafted by master chefs. The first market on Oak Lawn Avenue was wildly successful and led to a rapid expansion across the country. However, after shifts in ownership and a movement away from the original concept, Romano exited from the non-Dallas markets and reacquired full ownership of the original location to keep the integrity of his creation.

In 2009, eatZi's opened a second location on Lovers Lane. Romano then hired Adam Romo in 2011 as eatZi's Chief Executive to spearhead the company's new growth strategy beginning with its third location in Grapevine. Romo was a member of the executive management team, which originally launched the concept in 1996.

## Plano Store Leadership

**ELIS DROUBI, GENERAL MANAGER:** A Boston-born, Houston-bred food service veteran, Elis Droubi has been with eatZi's since 1997. He graduated from the University of Texas at Austin, and a chance lunch at the former eatZi's location in Houston led him to begin a lengthy career with the company. In 1998, Droubi was part of the team that helped launch eatZi's operations across the country, and his experience and management skills proved valuable upon his return to Houston and when he moved to Dallas in 2001. Most recently, he served as General Manager at the eatZi's Lovers Lane location. Elis lives in Frisco with his wife and daughter. When he's not in the kitchen or assisting guests at eatZi's, you're likely to find Elis on the golf course.

**KENT WEST, EXECUTIVE CHEF:** Grapevine chef extraordinaire Kent West grew up in Central Texas and graduated from Baylor University. He moved to Dallas in the early 1970s to pursue a variety of interests, including owning an advertising agency. It was inside the ad agency world that Chef West first became fascinated with the culinary arts. He worked at The Food Company under Chef Ben Ivey and in Santa Fe at the Inn of Anasazi. Eventually, he made his way back to Dallas to cook with Dean Fearing at The Mansion on Turtle Creek, where he was an Executive Chef. Chef West later worked at The Landmark inside the Melrose Hotel as a sous chef under Kent Rathbun and George Brown. He has been with eatZi's for several years and looks forward to stirring up new things in Grapevine. Chef West enjoys traveling with his wife to Arizona to spend time with his three grand children.

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