



## EATZI'S MARKET OPENS AT DFW AIRPORT WITH A FIRST: AN IN-HOUSE BAR

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A new location of Eatzi's Market & Bakery, the Dallas-based market specializing in chef-crafted fare, has opened in an unusual setting: Dallas Fort Worth International Airport. The new location is in Terminal D, the international terminal which is also famous for its portfolio of foodie-level eateries.

Created by Philip Romano in 1996, Eatzi's Market & Bakery is a European-style market featuring chef-crafted meals prepared from scratch in an open, exhibition kitchen. There are now seven North Texas locations, including this newly debuted DFW International Airport Market.

The location has been underway since 2019, after being postponed during the pandemic, and is actually coming in earlier than the initial 2025 opening anticipated. The location comes with a point of distinction: It's the first Eatzi's to come with a full bar.

But that's not even the most exciting innovation. According to the release, the most exciting innovation is the incorporation of "Just Walk Out" (JWO) technology from Amazon, which allows customers to make their purchases without going through a traditional checkout line.

Guests can insert their card or use Amazon One palm technology upon entering the market; select their items; and simply walk through the exit gate. Highly calibrated cameras and sensors track the customer's journey and automatically charge for the items taken.

Eatzi's CEO Adam Romo notes that the system even discerns if you put an item back. "It's amazing what technology can do these days, and DFW International was a perfect setting for us to bring this level of convenience to our customers," says Eatzi's CEO Adam Romo in a statement. "These sensors are so advanced that they can register those last-minute decisions with no hiccups, allowing guests to put back a croissant and go for a cookie instead with no hassle."

The Eatzi's Market & Bakery Terminal D Extension location will be open daily from 5 am-midnight, though hours may vary. They'll feature items for breakfast, lunch, or dinner, including customizable sandwich options, a nod to the create-your-own sandwich bar at the flagship store on Oak Lawn Avenue. Other offerings will include grab-and-go sandwiches, salads, meat & cheese trays, and sushi.

"We're so proud that our doors are officially open to travelers at Dallas Fort Worth International Airport," Romo said. "Our team has persevered through the challenges of COVID-19 and beyond to bring this market to fruition. We are excited to share a sampling of our chef-crafted meals with visitors from all parts of the world without leaving our Texas roots, bringing both classic and cutting-edge elements alongside our signature scratch-made fare."

<https://dallas.culturemap.com/news/travel/eatzi-dfw-airport-inhouse-bar/>