



EATZI'S MARKET & BAKERY OPENS IN DALLAS FORT WORTH INTERNATIONAL AIRPORT

OCTOBER 12, 2023

Eatzi's Market & Bakery, the Dallas-based European-style market specializing in chef-crafted fare for the taking, announced the official opening of its new location in Dallas Fort Worth International Airport's Terminal D Extension.

The opening of the new location, which has been underway since 2019 after being shelved by the COVID-19 pandemic, is a major milestone for the cherished Dallas staple. The new location prioritizes gourmet on the go and unveils a full bar, the first for any Eatzi's location. The inclusion of the bar space speaks to the passion that Adam Romo, CEO of Eatzi's Market & Bakery, has for customizing the concept to each hyperlocal market.

"We're so proud that our doors are officially open to travelers at Dallas Fort Worth International Airport," Romo says. "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."

A selection of customizable sandwich options will be available to order, akin to the brand's flagship create-your-own sandwich venue. Other offerings will include its signature grab-and-go sandwiches and salads, meat and cheese trays, and sushi. The most exciting innovation is the incorporation of "Just Walk Out" (JWO) technology from Amazon, which will allow customers to purchase their breakfast, lunch, or dinner, without the hassle of a traditional checkout line. Guests will be able to 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, increasing customer convenience by removing the pain point of waiting in a checkout line.

"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," adds Romo. "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 seven days a week. Typical operating hours are 5 a.m. – midnight, but hours may vary.