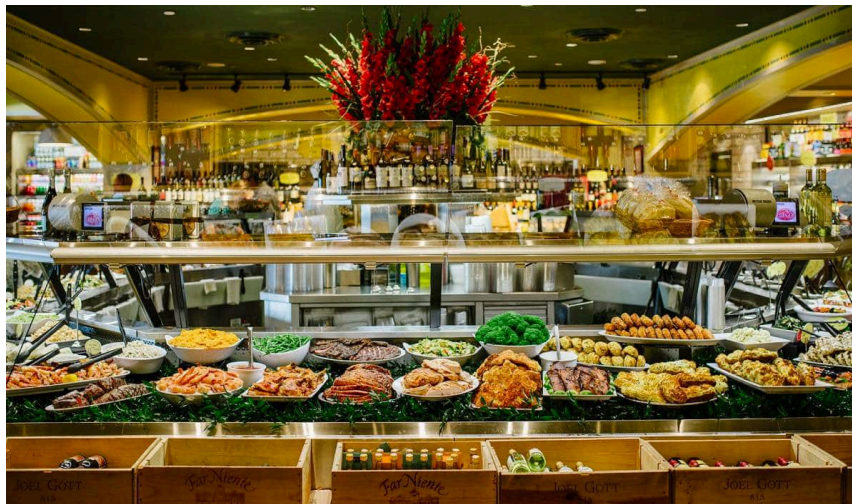




THE 40/40 LIST FOR 2024: AMERICA'S HOTTEST STARTUP FAST CASUALS

FEBRUARY 5, 2024
BY QSR STAFF



Eatzi's Market & Bakery

Headquarters: Dallas, TX

Units: 7

With a history spanning over 25 years, European-style Eatzi's has firmly established itself as a respected presence in the North Texas restaurant scene, serving the Dallas-Fort Worth Metro area. Offerings include customizable salads, sandwiches, pastas, hot grill items, artisan baked goods, and sushi, all prepared from scratch. During COVID, Eatzi's embraced e-commerce platforms to connect with customers -- a strategy that continues to evolve and bear fruit.

In 2021, this approach led to the most successful year in Eatzi's history. Notably, a new location opened at Dallas/Fort Worth International Airport (DFW) in October, which introduced "Just walk out" technology from Amazon for a hassle-free checkout experience in addition to a full bar -- a departure from the traditional Eatzi's model. This move underscores the brand's commitment to tailoring each location to the local market. While Eatzi's primary focus is expanding throughout the DFW area, plans are in motion to explore other major Texas markets, including Houston, Austin, & San Antonio, as well as considering opportunities in other Sunbelt states and airports.