

Eatzi's Turns 30: How A Local Favorite Keeps DFW Hungry

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On Jan. 20, 2026, Eatzi's celebrated its birthday with in-store events and giveaways



Photo: Eatzi's Market & Bakery

January 2026 marks a major milestone for Eatzi's Market & Bakery: 30 years of serving the Dallas-Fort Worth community with scratch-made meals, fresh-baked breads and an unmatched grab-and-go market experience.

Since opening its first location on Oak Lawn Avenue in 1996, Eatzi's has become a local favorite, offering thousands of proprietary recipes and daily-prepared dishes ranging from made-to-order omelets to pasta bowls, sushi and signature mac 'n' cheese.

"Understanding and focusing on what matters most to our customers has been paramount to our long-term success," CEO Adam Romo told Local Profile. "Our culinary team is constantly tweaking recipes to ensure we're offering the best quality possible."

Celebrating Three Decades Of Flavor

Eatzi's 30th anniversary was officially on Jan. 20, 2026, and markets have been marking the occasion with in-store events, contests and surprises for customers. Guests can expect birthday cake, prize giveaways — including a chance to win a \$300 gift card — and special treats throughout the day.



Photo: Eatzi's Market & Bakery

“Because all our stores are in DFW, many of our customers have essentially grown up with us over the past 30 years. Similar to a small-town bakery where generations of families shop, our guests are vocal and protective of the Eatzi's brand,” said Romo.

A Community-Focused Approach

Beyond food, Eatzi's prides itself on building relationships. Team members often know regulars by name, following families through life milestones.

“We feel deeply ingrained in our customers' lives, and we work hard to never disappoint them,” said Romo. “That mindset has driven our service-oriented culture to what I'd call a healthy obsession.”

Romo noted that the company supports local schools, charitable organizations and even delivers meals to customers during major life events.

“Our team members get to know our customers because many shop with us several times a week. That familiarity builds real relationships,” Romo said.

Listening, Innovating And Staying Fresh

Eatzi’s has stayed relevant in a competitive food scene by balancing consistency with innovation. Some of its signature offerings have emerged directly from customer feedback, like the viral chicken caesar wrap, which began as a fan “hack” shared on social media.



Photo: Eatzi’s Market & Bakery

“Dallas-Fort Worth has an incredible food scene, and the level of culinary knowledge among customers here is second to none. To succeed, you have to execute at a very high level,” Romo said. “We understand which menu items are sacred, but we’re constantly innovating.”

Looking Ahead

With six locations in the region and more than 5,000 proprietary recipes, Eatzi's plans to continue expanding carefully, ensuring each new site meets strict criteria. Romo emphasized that while growth is strategic, community engagement and service remain the foundation of the brand.

"We remain committed to the core elements that define our brand: quality, variety, convenience, value and theater," Romo said. "These principles made Eatzi's a local favorite 30 years ago, and they'll guide us well into the future."