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## **EATZI'S ADDS PRESTON ROYAL LOCATION TO 2017 EXPANSION PLANS**

*Preston Royal Store to Follow Much-Anticipated Fort Worth Opening*

**DALLAS (February 8, 2017)** – [Eatzi's Market & Bakery](#), the European style market featuring chef-crafted meals for the taking, today announced plans to open its sixth location in the Preston Royal Village Shopping Center, with the estimated opening planned for later this year (October 2017). This will mark the brand's second opening in 2017, following the much-anticipated Fort Worth store, which is slated to open early May in the University Park Village Shopping Center.

"The Preston Royal area was a natural and strategic move in our expansion plan," said Eatzi's CEO, Adam Romo. "The Preston Royal Village Shopping Center is an iconic location which is a perfect fit for our lifestyle concept. Like most consumers, this area's residents are seeking quality, convenient take-home food options."

Like Eatzi's four existing locations, both new market locations will offer a wide variety of chef-prepared meals for the taking, including grilled meats and seafood, fresh sushi, custom sandwiches and salads, deli meats and cheeses, pastries, desserts, beer and wine. All dishes are prepared daily from scratch by Eatzi's team of trained chefs.

The Eatzi's grill offers daily specials hot and ready to eat, but also offers a "Grab and Go" section for those seeking self-serve convenience. The Eatzi's Café serves coffee and espresso, which are also for sale to make at home. In addition to chef-crafted meals, guests can enjoy more than 45 varieties of artisan breads and sweet treats baked fresh daily right in the market. Eatzi's also offers more than 130 varieties of exotic meats and cheeses in the deli, more than 450 wines and a vast selection of beers, both craft and classic brews. Eatzi's has beer and wine experts who can help guests choose the best options to pair with their meal. The market also features seasonal holiday menus and large platters for festive occasions.

Since stepping into the role of CEO in early 2011, Romo has played a key role in the brand's strong growth trajectory. Fort Worth will mark Eatzi's fifth location, and the Preston Royal store, its sixth.

"The shift towards the fast-casual dining trend is here to stay," said Romo. "Time is a luxury most of us don't have, and consumers are increasingly searching for a quality,



convenient meal solution rather than cooking at home or committing the time required to dine at a full-service restaurant.”

All Eatzi’s stores serve breakfast, lunch and dinner, seven days a week. Store hours are 7 a.m. to 10 p.m.

Eatzi’s Fort Worth  
University Park Village  
1540 S. University Dr.  
Fort Worth, TX 76107

Eatzi’s Preston Royal  
Preston Royal Village Shopping Center  
6025 Royal Lane  
Dallas, TX 75230

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### **ABOUT EATZI’S**

Created by Philip J. Romano in 1996, Eatzi’s Market & Bakery is a European style market featuring chef-crafted meals prepared from scratch in an open, exhibition kitchen. For more than 20 years, Eatzi’s “chef-crafted meals for the taking” have offered Dallas foodies fresh meals, custom salads and sandwiches, artisan breads, pastries, sushi, exotic cheeses, beer, wine and more. The market also features seasonal holiday menus and large platters for festive occasions. Eatzi’s currently operates four North Texas locations with plans to open two more in 2017. All stores are open every day from 7 a.m. to 10 p.m., serving breakfast, lunch and dinner.

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