

Eataly Expands To North Texas in Dallas



The authentic Italian culinary destination safely opened their very first Texas location in NorthPark Center

Eataly, the authentic Italian marketplace, opened its first Texas location in Dallas on December 9, 2020, at 12 p.m. Dallas is the Italy-based company's seventh U.S. location and forty-first location worldwide. The 46,000 square foot Italian food emporium is located in the NorthPark Center and will consist of 10,000 local and Italian products, three restaurants, and one cooking school (which will be virtual to start) all inspired by the diversity of Italy's regional cuisines.

Oscar Farinetti founded Eataly in Turin, Italy in 2007. His philosophy of "Eat. Shop. Learn." is the new cornerstone for the Dallas location. In the midst of the COVID-19 pandemic, the opening of Eataly Dallas is centered around providing an authentic celebration of Italian masterpieces while keeping



guests and employees safe. Through it all, the Eataly team is committed to providing great service and genuine passion for quality Italian food and wine that guests know and love.

Eataly's commitment to ensuring the safety of customers and employees is a top priority. Eataly remains stringent on their safety protocols on a daily basis as they keep the safety of their team top-of-mind in every decision. Among the many safety measures in place, Eataly Dallas has:

- a dedicated Health & Safety Task Force: this team ensures that crowd control is in place, and that employees are proactively trained on safety protocol according to CDC and government guidelines.
- Mask and glove requirements for all employees.
- Plexiglass barriers between customers and employees, sanitized pay stations between checkouts, and increased hand sanitizing stations, and safety signage throughout the store. - Strict measures in place for controlling crowds and minimizing the number of guests inside, ensuring limited contact between diners and employees, as well as seating dividers, tables spaced six feet apart, and fully sanitized tables, chairs, utensils, and menus between seatings.

Eataly also asks that diners wear a mask before and after their meal, sanitize their hands often, use cashless payment when possible, and avoid unnecessary contact with the servers.

"We are so excited to welcome Dallasites to explore the full glory of Eataly Dallas, but our opening is contingent on keeping all of our employees and customers safe throughout the whole experience,"

explained Eataly CEO Nicola Farinetti. "Our resilience to open the Dallas location during the COVID-19 pandemic leaves us with strict safety measures to ensure the safety of our guests without compromising the Eataly experience. With more than 500 different salumi and formaggi and over 1,200 different bottles of Italian wines, we promise guests a large selection of products regardless of when they decide to visit."

Each store's unique format invites you to taste delicious dishes offered in the restaurants and take-away counters, find the same ingredients in the marketplace, and learn how to recreate the recipe at home.

EAT:

Using only the freshest ingredients, Eataly chefs present their own take on the traditional Italian dining experience featuring signature dishes from locally sourced Wagyu beef to traditional Neapolitan pizza. Eataly Dallas will boast three restaurants: La Pizza & La Pasta and Il Pastaio on the main floor, and Terra on the third floor rooftop. La Pizza & La Pasta celebrates two Italian staples: authentic Neapolitan pizza and high-quality pasta from Gragnano, Campania. Il Pastaio offers housemade regional pasta dishes prepared fresh daily by our pastai, or pasta makers. Terra, the wood-burning grill rooftop restaurant inspired by earth and fire, features seasonal grilled dishes, an extensive wine list, and smoked cocktails.

Reservations will be available from opening day, as an extra measure to ensure crowd control and safety. Restaurants will also include table dividers, spaced-out tables, fully sanitized tables and utensils between seatings, and guest capacity limits to reduce crowds.

Eataly provides an inside look at the joy of the Italian cuisine. Menus will feature Italian favorites like the authentic Pizza Margherita Verace TSG, with its signature fluffy crust and toppings of San Marzano tomatoes, mozzarella di bufala DOP, extra virgin olive oil, and basil, and iconic pasta dishes like Tagliatelle alla Bolognese, made with golden strands of egg pasta and a rich sauce of beef and pork ragù.

For those on the go, customers can visit Eataly Dallas' vast take-away counter: for the first time ever, Eataly Dallas brings together all take-away counters to give to customers the true quick Italian lunch experience, and for tenants of the mall, a quick pit stop for their lunch break. Stations will include La Panetteria, for focaccia and freshly baked goods, Pizza alla Pala, for Roman-style pizza by



the slice, La Gastronomia To-Go, featuring both hot and cold take-away meals, plus pastries, gelato, and a café for afternoon coffee breaks.

SHOP:

After tasting these regional Italian dishes, guests can discover the same ingredients used by Eataly's chefs throughout the marketplace. Guests are welcome to explore Eataly Dallas by shopping for authentic and high-quality Italian staples available for purchase safely in-store or local delivery. The Mercato, Eataly's grocery section, consists of a selection of over 10,000 high-quality Italian and Local products, imported from Italy, made in-house, and sourced from regional U.S. producers. Plus, for the first time ever, Eataly Dallas' brings together the Salumi & Formaggi counter, La Gastronomia, Mozzarella Lab, and La Pescheria in one continuous counter, giving customers the opportunity for a unique and fluid grocery shopping experience. La Macelleria, or Butcher counter, remains as a

stand-alone counter to highlight the unique selection of local producers like A Bar N Ranch, Hudson Meat Market, and Eataly's own dry aging program.

Eataly Dallas' spread will include a fresh market with over 500 Italian and domestic salumi and formaggi (cured meats and cheeses), including prized D.O.P. (denominazione d'origine protetta, or Protected Designation of Origin) cheeses like Parmigiano Reggiano DOP and Grana Padano DOP, with more than 10 different types of aging and breeds available, as well as five DOP Prosciutti Crudi; 1,200 wines and liquors from all 20 regions in Italy, with a particular focus on prized varieties from Piedmont and Le Langhe; fresh pasta, mozzarella, and bread all made in-house daily; over 100 bottles of 100% extra virgin olive oil made from dozens of cultivars native to Italy; artisanal Pasta di Gragnano IGP, made according to traditional methods in the birthplace of dry pasta; and a rich selection of local meat cuts and wild game from top Texas butchers, fresh produce, and more. Eataly will also offer a selection of ready-to-heat meals and ingredients from their own Made in Eataly line, such as housemade Italian sauces, lasagne alla bolognese, and made-from-scratch Tiramisù della Nonna.

The Mercato is in touch with the Eataly pillars of providing authentic Italian and high-quality products while also highlighting local Texan producers and their stories. Plus, guests can shop our entire market safely with same-day local grocery delivery on Instacart and Mercato. To ensure shoppers' safety, tastings are not allowed at this time.

LEARN:

The authentic Italian marketplace offers guests an opportunity to discover the beautiful process of crafting traditional Italian recipes. Inspired by the brand's motto, "the more you know, the more you enjoy," Eataly's La Scuola offers cooking classes led by Eataly's talented chefs. Guests are walked through the exquisite creation of staple Italian recipes while also learning how to pair them with Italian and local ingredients. Upon opening and until further notice, Eataly La Scuola classes will be held virtually for the benefit of everyone's safety, and students will be able to cook and learn, guided by our chefs, from the comfort of their homes. Each virtual class includes a kit with all the ingredients to follow along, whether it's a fresh pasta cooking class or a wine and cheese tasting.

Given the thriving arts culture in Dallas and NorthPark's own role in bringing art into public spaces, Eataly Dallas will be dedicated to the Patronage of the Arts. Eataly Dallas intends to set the stage for important cultural conversation, as sharing a meal around the table is the natural environment for inspiring discussion and communication. Against the backdrop of NorthPark Center's own stunning art collection, Eataly will offer its own masterpieces - the art of food and drink - to the cultural conversation.

"We, at Eataly, are proud to announce the opening of Eataly's first Texas location in the heart of Dallas," explained Raffaele Piarulli, Executive VP of Eataly North America "We are dedicating our Dallas store to serve as a patron of the arts and we invite Dallasites to participate in discussions on artistic topics while sitting around a table, sharing a meal, and contemplating art over a glass of wine. NorthPark Center's incredible existing art collection makes this the perfect home for our new location. Like art, cooking is a form of expression, and we cannot wait for Dallas to explore the



beauty of art, both displayed on the walls and in the kitchen.”

About Eataly

Eataly Dallas is opening its doors in NorthPark Center on December 9, 2020. Following the company's philosophy, the vibrant Italian marketplace will be interspersed with restaurants, counters, and a cooking school. Great focus will be devoted to local producers, who provide fresh ingredients daily to harmoniously complement Italian products. The unique environment invites guests to “Shop, Eat, Learn, and Be Safe” while learning about high-quality Italian food and drink as they taste dishes, find ingredients, and take classes. Since Oscar Farinetti first opened Eataly Torino in 2007, this philosophy has spread with more than 40 stores across the world, including our flagship NYC Flatiron (2010), Chicago (2013), NYC Downtown (2016), Boston (2016), Los Angeles (2017), Las Vegas (2018), and soon Dallas.

About NorthPark Center

NorthPark Center is the preeminent shopping center in the Southwest and one of the finest shopping experiences in the world with more than 200 stores and restaurants, including more than 60 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's, and Dillard's, NorthPark offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture, and extraordinary landscaping—as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. NorthPark consistently ranks as one of the top performing shopping centers in the United States and is North Texas' number one visitor destination.

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