

Snarf's opens first Dallas location

Chain will add 4 more stores by early 2026

By SARAH BLASKOVICH
Staff Writer
sblaskovich@dallasnews.com

Snarf's Sandwiches is taking a bite out of Dallas-Fort Worth, with its first restaurant open near Dallas Love Field as of Dec. 8 and more opening in North Texas neighborhoods in late 2025 and early 2026.

The restaurant was created by Jimmy "Snarf" Seidel, who got his nickname from a former girlfriend who said he wolfed down his food. That was in the 1980s, and Seidel still answers to "Snarf." His sandwich shop, which started in Boulder, Colo., in 1996, has grown to 50 locations.

For more than a decade in Austin, Snarf's has been selling bestsellers like the Italian sandwich and the prime rib and provolone.

It's Dallas' turn now. Name an affluent area of Dallas, and Snarf's is moving in.

Bluffview: D-FW's first Snarf's is open now at 2337 W. Mockingbird Lane.

Far North Dallas: A second at 7615 Campbell Road (at Coit Road) is expected to open Dec. 15.

Lakewood: Next comes a Snarf's at 1908 Abrams Parkway in January.

University Park: And then 6630 Snider Plaza, also in January.

Preston Hollow: The fifth will be at 11810 Preston Road (at Forest Lane) in February.

Blanketing Dallas proper with Snarf's restaurants is a strategy it also used in



Snarf's

The top-selling sandwich at Snarf's is the Italian, made with salami, pepperoni, capicola, mortadella and provolone.

Austin, said director of marketing Helen Wood.

"It's much more effective when we can come in with several locations in different areas of town," she said.

"People learn the name and start to experience it."

Seidel was drawn to Dallas because his nephew attended Southern Methodist University. Seidel told *The Dallas Morning News* in mid-2025 that he was excited by the "velocity" in the Dallas dining scene.

His restaurant group, now based in

Denver, will likely open 10 to 15 Snarf's across the United States in 2026.

Whereas some sectors of the food-and-beverage industry are slowing down as 2026 approaches, Wood said Snarf's is cautiously optimistic about next year.

"Our food costs, labor costs, building costs are going up," she said. "But we are very fortunate, in that we are in between fast food and high-end. We are accessible for people who might not want to be spending high-end dollars right now but are still focusing on quality."

The top seller is the Italian sandwich, made of salami, pepperoni, capicola, mortadella and provolone. The meatball Parmesan and pastrami and Swiss are other favorites, Wood said.

A 7-inch sandwich costs about \$12.

Customers can also opt for the Not on the Menu Menu, a selection of 10 more sandwich options like a German hot dog, chicken cordon bleu sandwich, cheesesteak and more.

■ The first Snarf's Sandwiches in Dallas-Fort Worth opened Dec. 8 on W. Mockingbird Lane. eatsnarfs.com.