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Ojos Locos Taps Renowned Chef Alex Sadowsky as Director of Culinary and Beverage

Culinary Expert to Lead Menu Development, Uphold Made-From-Scratch Authentic Latin Cuisine and Elevate the Guest Experience

DALLAS – [Ojos Locos Sports Cantina](#), the culturally rooted sports cantina and scratch kitchen, announced today the appointment of Chef Alex Sadowsky as Director of Culinary and Beverage, a move that reflects the brand's continued evolution and investment in culinary leadership as it enters its next phase of growth.

A seasoned chef with two decades of experience in restaurant operations, Sadowsky will oversee all culinary and beverage initiatives for the growing brand. In his role, he will lead culinary and beverage innovation across Ojos Locos, bringing his data-driven, guest-first approach to menu development. He will oversee the design of new food and beverage offerings, elevate supplier partnerships, and implement kitchen standards and training systems. Drawing from his experience in scaling scratch kitchens and crafting bold, trend-forward flavors, Sadowsky will ensure every aspect of the dining experience reflects the authenticity, consistency, and high-energy spirit that define Ojos Locos.

"We're thrilled to welcome Chef Alex to the Ojos Locos leadership team," said Destinee Rollins, Chief Marketing Officer of Ojos Locos Sports Cantina. "As we continue to elevate who we are as a brand, Alex's expertise and leadership come at the perfect time. He understands that the heart of Ojos Locos lies in its flavors, its people, and its guests. His ability to connect creativity with operational excellence will help us strengthen those roots while shaping the next chapter of our culinary identity."

Prior to joining Ojos Locos, Sadowsky spent seven years at Twin Peaks Restaurants, where he served as Executive Chef and Director of Culinary, Beverage and Menu Innovation. He played an instrumental role in building the brand's culinary program, guiding menu development, rolling out new beverage initiatives and ensuring consistent quality across a growing franchise system.

“Ojos Locos has built something with real cultural meaning — a brand that connects well with its guests and celebrates authenticity,” said Sadowsky. “Throughout my career, I’ve focused on building culinary systems that honor a brand’s identity while raising its standards and consistency. At Ojos Locos, that means strengthening our made-from-scratch foundation, refining how we develop and deliver flavor, and ensuring every experience reflects the energy and hospitality that make this brand so special.”

Under Sadowsky’s leadership, Ojos Locos will continue to evolve its bold fusion of American and Latin culinary culture, featuring guest-favorite street tacos, wings, and ice-cold 29° cerveza. With every menu innovation, Ojos keeps delivering flavor-packed, freshly made, never frozen food that matches the energy and heart of its guests.

To learn more about Ojos Locos, visit www.ojoslocos.com.

About Ojos Locos

Ojos Locos Sports Cantina was founded in 2010 in Dallas, Texas, with the vision of creating a vibrant, culturally authentic sports cantina and scratch kitchen that celebrates and serves the Latin community. Ojos Locos delivers a high-energy, sports-driven experience with wall-to-wall TVs, spacious seating, and a lively atmosphere ideal for group-watch parties. Guests enjoy authentic Mexican flavors and scratch-made game day favorites like street tacos with house-made tortillas, wings, and smashed burgers — all paired with ice-cold 29° cerveza served in frosty mugs or at the table in 100 oz balones.

With 34 opened locations across five states and growing, Ojos Locos remains true to its mission: to bring people together through food, fútbol, and unforgettable experiences rooted in culture and community.

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