



FOR IMMEDIATE RELEASE

CONTACT: Abby McLean
All Points Public Relations
(312) 402-3430
amclean@allpointspr.com

October 28, 2025

Ojos Locos Appoints Destinee Rollins as Chief Marketing Officer

***Marketing Executive to Lead Strategic Growth and Brand Innovation for Ojos
Locos' Expanding National Footprint***

DALLAS – [Ojos Locos Sports Cantina](#), the culturally rooted sports cantina and scratch kitchen, has named Destinee Rollins as Chief Marketing Officer. With two decades of experience in casual dining and sports bar marketing, Rollins brings a proven record of building beloved restaurants, deepening consumer connections and driving measurable growth.

Rollins will lead Ojos Locos' national marketing strategy, supporting the brand's continued expansion across the United States. Her focus includes driving sales and traffic through innovative, guest-centered campaigns, enhancing the brand's digital and in-restaurant experiences, and reinforcing the cultural authenticity and community-driven focus that defines Ojos Locos.

"Destinee's deep industry experience and strategic vision make her the ideal leader to guide Ojos Locos through its next phase of growth," said Rich Hicks, CEO and Founder of Reach Hospitality Group. "Her ability to connect brand, culture, and consumer is key as we expand into high-potential markets, from South Florida to California, while also deepening our footprint in our home state of Texas."

Before joining the Ojos Locos team, Rollins spent 17 years at Twin Peaks, rising from an in-restaurant role to Vice President of Marketing. She supported the brand through its transition from founder-owned to private equity-backed and eventually to a publicly traded company. Her work helped shape the brand's identity through authentic storytelling and initiatives that championed women in leadership, a commitment that continues to define her career.

"I'm thrilled to be joining Ojos Locos at such a pivotal time for the brand, especially as we celebrate our 35th opening this fall," said Rollins. "Ojos Locos has an unmatched ability to bring people together through culture, community, unforgettable atmosphere

and great food, and I'm eager to build on that foundation with strategies that elevate the guest experience and celebrate the communities we serve."

Each Ojos Locos location delivers a fun, laid-back environment with an immersive sports experience that captures the pulse of the community with scratch made dishes and handcrafted cocktails. With wall-to-wall TVs and Spanish-language broadcasts of fan-favorite events from Ojos Locos' broad soccer reach to professional and college football, UFC, boxing and more, the cantina becomes a vibrant gathering place where culture, connection, and celebration come together.

In addition to her role at Ojos Locos, Rollins also serves as Chief Marketing Officer for Reach Hospitality Group, supporting the full portfolio of brands, including Gas Monkey Ice House, Pie Tap, Black Tap Dallas, Evelyn, The Mexican, and Taco Lingo.

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.

###