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Ojos Locos Sports Cantina Gears Up for the World Cup Season with New Menu Additions

Culturally Authentic Sports Cantina Debuts New Shareables, Entrées, and Margarita Designed for High-Energy Game-Day Moments

DALLAS – [Ojos Locos Sports Cantina](#), the culturally-rooted Latin sports cantina and scratch kitchen, is turning up the heat ahead of the 2026 FIFA World Cup with a lineup of five new menu items designed to elevate the match-day experience.

Launching on Friday, May 1 across all locations, the rollout introduces two shareable starters, two hearty entrées, and a new premium margarita, each crafted to fuel fans from kickoff through the final whistle:

Para Empezar (Starters):

- **Carne Asada Fries** – Seasoned fries layered with grilled carne asada, a blend of Monterey Jack, Chihuahua, and queso fresco, topped with guacamole, pico de gallo, cilantro, and house salsas.
- **Birria Pizza** – A craveable twist on a fan favorite, stacking three flour tortillas with slow-cooked brisket, pulled chicken, and melted cheeses, served with chiles toreados, onions, cilantro, and a rich birria consommé for dipping.

Platos Pa' Jefes (Entrées):

- **Birria Ramen** – Features Taptío ramen infused with Ojos Locos' scratch-made tortilla soup, slow-cooked brisket, cilantro, onions, Serranos, salsa roja, and lime.
- **Cali Burrito** – Packs in carne asada, seasoned fries, melted cheeses, guacamole, and pico de gallo, served with chips and house sauces for a satisfying, game-day-ready meal.

Behind the Bar

- **Casamigos Margarita** – Made with Casamigos Blanco tequila, triple sec, agave, orange juice, and fresh lime, finished with a salted rim.

“Everything we create starts with the energy of our guests and the experience they’re looking for when they walk through our doors,” said Chef Alex Sadowsky, Director of Culinary and Beverage at Ojos Locos. “With the World Cup right around the corner, we wanted to introduce menu items that match that same excitement. From the Carne Asada Fries to the Cali Burrito, each dish was thoughtfully developed to bring something new to the table—whether that’s deeper flavor, more shareability, or a fresh way to experience the ingredients our guests already love.”

To keep the momentum going all week long, each new item will also be featured as part of Ojos Locos’ Daily Especiales lineup. Guests can enjoy the Casamigos Margarita on Mondays for \$7, Birria Ramen on Tuesdays for \$10, Carne Asada Fries and the Cali Burrito for \$10 on Fridays, House Margarita pitchers on Saturdays for \$20, and Birria Pizza on Sundays for \$15.

Each Ojos Locos location delivers a fun, laid-back environment with an immersive sports experience that captures the pulse of the community. With wall-to-wall TVs and bilingual-language broadcasts of fan-favorite events from FIFA, NFL, NCAA College Football, NBA, MLB, MLS, UFC, and more, the cantina becomes a vibrant gathering place where culture, connection, and celebration come together.

The scratch kitchen cuisine at Ojos Locos reflects a bold fusion of American and Latin culinary culture, featuring guest-favorite street tacos, wings, and ice-cold 29° cerveza served in frosty mugs of 100 oz. balones. With every menu innovation, Ojos keeps delivering flavor-packed, freshly made, never frozen food that matches the energy and heart of the communities it serves.

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 35 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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