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Ojos Locos Bolsters Leadership Team with Former Twin Peaks Executives for Next Chapter of Growth

Restaurant Industry Veterans Joe Hummel and Clay Mingus Join Culturally Rooted Sports Cantina as Brand Continues National Expansion

DALLAS – [Ojos Locos Sports Cantina](#), the culturally-rooted Latin sports cantina and scratch kitchen, has strengthened its executive leadership team with the addition of restaurant industry veterans Joe Hummel and Clay Mingus.

Joining Ojos Locos in April, Hummel has been appointed Chief Executive Officer and Mingus has assumed the role of Chief Legal Officer. The pair bring decades of experience leading some of the restaurant industry's most successful sports dining concepts, including Twin Peaks and Hooters. Their arrival comes as Ojos Locos continues to capitalize on significant whitespace opportunities across the Southwest and beyond while building on growing consumer demand for experiential dining rooted in sports, culture and community.

Throughout their careers, Hummel and Mingus have built reputations as operators first. The duo had begun with Twin Peaks when it was only 14 locations and helped to grow the concept to 115 restaurants. Prior to becoming CEO of Twin Peaks, Hummel was the COO and partner of the brand's largest franchise group, giving him firsthand insight into restaurant economics, development and multi-unit operations.

Known for his relentless focus on unit-level performance, Hummel has built a reputation for creating restaurant systems that prioritize profitability, quality and consistency. He believes sustainable growth begins inside the four walls of each restaurant through strong food and beverage execution, labor discipline and exceptional guest experiences.

"The brands that stand the test of time are the ones that obsess over the fundamentals," said Hummel. "With great food, great hospitality, strong unit-level economics and consistent execution, sustainable growth follows. Ojos Locos already has an incredibly strong foundation and a passionate guest following, and my focus is on helping the brand continue evolving while protecting the things that make it special."

As Chief Legal Officer, Mingus will oversee the legal, compliance and corporate infrastructure functions that support the company's next chapter. Drawing on experience across operations, development and executive leadership, as well as extensive work with franchise growth and support, he brings a unique perspective that combines legal expertise with a deep understanding of how restaurant organizations are built, scaled and sustained.

"Ojos Locos has built a sports cantina that guests genuinely connect with, and that creates tremendous opportunity for the future," said Mingus. "Our focus is on building the foundation that allows the brand to grow while protecting the culture, hospitality and authenticity that have made it successful. We're committed to creating the structure and support needed to ensure the brand's next chapter is as strong as its first."

Ojos Locos continues to differentiate itself through a culturally authentic sports-viewing experience designed for Latino communities, featuring scratch-made Mexican cuisine, ice-cold cerveza and an atmosphere built around the passion and energy of live sports. To learn more about Ojos Locos Sports Cantina, 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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