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Ojos Locos Sports Cantina Wakes Up Early for Football Fans with New Breakfast Menu and Game Day Specials

Early Kickoffs Meet Bold Breakfast Favorites, Game Day Specials, and Wall-To-Wall Football for Sports Fans All Season Long

DALLAS, Tx. – Football weekends are starting earlier at [Ojos Locos Sports Cantina](#).

Just in time for college and pro football season, the culturally rooted Latin sports cantina and scratch kitchen is launching its first-ever breakfast menu and opening an hour earlier on weekends, giving fans a new home base to grab breakfast, order a Michelada, and settle in for game day.

Beginning Saturday, Sept. 12, Ojos Locos locations will serve breakfast Saturdays and Sundays from 10 a.m. to 1 p.m. for a limited time. Created for fans who don't want to miss a minute of the action, the new breakfast program gives guests a place to catch early college football games, NFL pregame coverage, and the rest of the weekend's biggest games with wall-to-wall TVs and an Ojos Locos breakfast lineup built to fuel a day full of football.

The new breakfast menu puts an Ojos spin on morning favorites with authentic Latin dishes packed with flavor:

- **Chilaquiles Verdes or Rojos** – Freshly fried corn tortillas simmered in a choice of green tomatillo or red chili sauce, topped with queso Monterrey, fresh avocado, onions, cilantro, and two fried eggs. Served with refried beans, Mexican rice, and house-made roasted salsa.
- **Big Breakfast Burrito** – Go big with an oversized flour tortilla stuffed with fluffy scrambled eggs, slow-cooked braised carnitas, crispy breakfast potatoes, queso Monterrey, house-made guacamole, crema, pico de gallo, and fresh cilantro. Served with house-made roasted salsa.
- **Breakfast Tacos** – Three warm flour tortillas filled with fluffy scrambled eggs, crispy bacon, and a blend of queso Chihuahua, queso Monterrey, and queso fresco, and topped with fresh cilantro. Served with seasoned breakfast potatoes, house-made salsa verde, and roasted red salsa.
- **Breakfast Sandwich** – The perfect breakfast handheld on a toasted bun stacked with two fluffy scrambled eggs, crispy bacon, American and pepper jack cheeses, fresh avocado, and mayo. Served with seasoned breakfast potatoes.

“Breakfast opens up an entirely new part of the day for us, especially during football season when our guests are showing up early and ready,” said Chef Alex Sadowsky, Vice President of Training, Culinary & Beverage at Ojos Locos. “We took breakfast favorites like chilaquiles and breakfast tacos and gave them an entirely new spin. The Big Breakfast Burrito takes that even further with something indulgent that fans can dig into before a full day of football. Want to beef up your breakfast? Add our new flame-grilled carne asada to any plate!”

The full bar will also be open during breakfast hours, giving guests the option to pair their morning lineup with Micheladas, ice-cold cerveza, and other Ojos Locos favorites. Guests can also switch up their game-day sip with an Agua Fresca de Piña or Horchata, two refreshing zero proof picks you won’t find on the typical sports bar menu.

“Football season means more than the games. It’s about showing up early, staying all day, and sharing an unforgettable experience with your crew,” said Destinee Rollins, Chief Marketing Officer of Ojos Locos Sports Cantina. “We created this program to give fans every reason to make Ojos Locos their football headquarters with breakfast before kickoff, great-value daily specials throughout the week, opportunities to win jerseys and football gear through Más Rewards, and wall-to-wall coverage from the first game of the day through late-night overtime.”

Beyond breakfast, Ojos Locos is giving fans even more ways to make the most of game day with special programs running all season. Whether it’s college football Saturdays, NFL Sundays, or primetime matchups, fans can take advantage of bucket and balón deals for the whole group, featured shot specials, and opportunities for Ojos Locos Más Rewards members to win official jerseys, team gear, and other football-themed prizes.

With 35 locations across Texas, California, Arizona, New Mexico, and Nevada, Ojos Locos continues to deliver an immersive sports viewing experience with wall-to-wall TVs, bilingual broadcasts, and a scratch kitchen featuring bold American and Mexican flavors, from street tacos and wings to ice-cold 29° cerveza served in frosty mugs and 100 oz. balones.

To learn more about Ojos Locos, visit www.ojoslocos.com. To learn more about Ojos Más Rewards, visit <https://ojoslocos.com/rewards>.

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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