

## NEW YORK BUSINESS JOURNAL

### New Restaurant Dough Pizza Signs Lease on Lower East Side, with Plans for More Locations

A new Halal pizzeria is looking to expand after signing its latest lease on the Lower East Side in Manhattan.

Dough Pizza signed a lease for 475 square feet at 101 Ludlow St. at the base of a School of Visual Arts dormitory. It will be the restaurant's first Manhattan location.

Adam Weinstein started Dough Pizza with a long-time friend who eats Halal. The idea came to them because when they'd go out to eat together, they'd often have to look for a specialty place. (Halal is the Islamic dietary standard.)

The partners opened the first Dough Pizza location earlier this month in Syosset on Long Island. They've signed another lease for a store in Fresh Meadows, Queens. They're planning to open the Fresh Meadows and the Lower East Side locations in early January 2021, Weinstein said.

Weinstein is looking for small spaces of less than 1,000 square feet across the country. He's particularly interested in high-traffic areas, like near train stations and college dorms. Dough Pizza won't have seating, instead focusing on takeout and delivery. (That's become a popular model for larger chains, too, during the Covid-19 pandemic.)

He's already looking at a couple more locations in Manhattan and on Long Island, as well as one in Boca Raton, Florida.

"We'd like to open up a store every month in 2021, or a store every two months, just depending on the opportunity," Weinstein said.

Weinstein is interested in most neighborhoods in New York, besides Midtown for the time being.

"We're staying away from the really high-traffic commerce areas right now because the rents are just a little bit high for us," he said.

Katz & Associates' David Yablon represented Dough Pizza in the Lower East Side deal. He's working with the company on finding more locations throughout the city, as well as in Boca Raton.

Yablon said asking rents haven't fallen much, even amid the economic slowdown during the coronavirus pandemic. Landlords often will, however, consider counteroffers. Yablon said he's been asking for lower rent for now for Dough Pizza that goes back up to pre-Covid-19 rents within the next two to three years.