

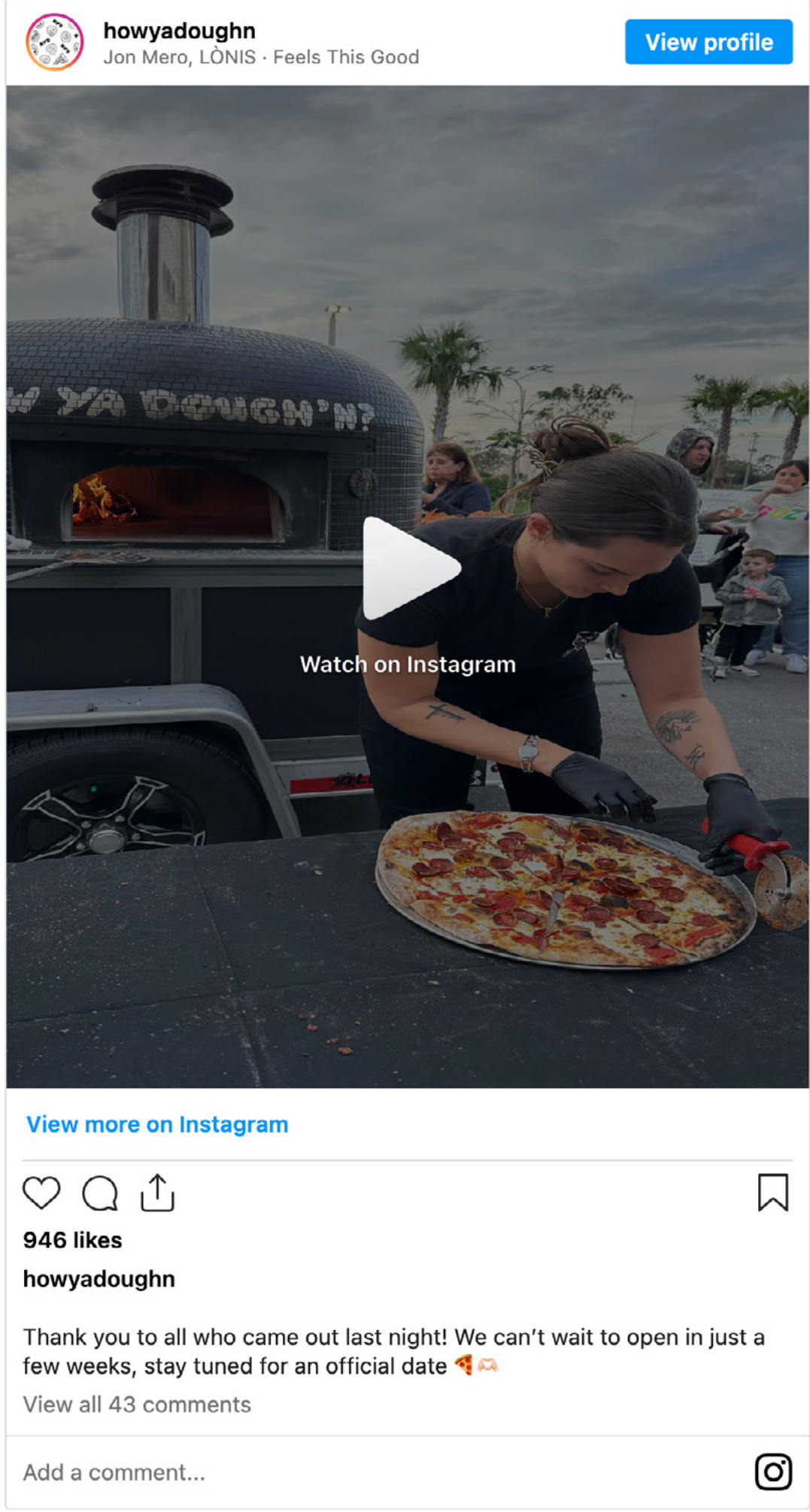
# Yelp's 2024 'Top 100' Boca Raton pizzeria to open two more locations

by Jack Lemnus | Tue, January 30th 2024 at 11:11 AM

BOCA RATON, Fla. (CBS12) — A line of hundreds of people draped around the block, some waiting as much as four hours. These were customers, new and old, who were promised a free slice from the pizzeria How Ya Dough'n in Boca Raton.

How Ya Dough'n gave out 700 whole pizzas.

The crowds were beckoned by a January 21 Instagram post offering free pizza to celebrate their newest location coming to Boynton Beach in February.



This came after the 2-year-old pizza shop made it as the only restaurant in Palm Beach County on Yelp's 2024 "Top 100 Places to Eat in the U.S."

"It was one of the most gratifying things I've felt in a long time," said owner and pizza chef Garrett Goodman. "It was a moment to step back and say, 'Wow, somebody else besides me and my crew are recognizing what it is we're really doing, which is more than just making pizza.'"

The list was released January 23, and How Ya Dough'n, ranked No. 70, was joined by six other South Florida restaurants.

Aside from the Boynton location, Goodman is opening another restaurant in eastern Boca Raton on East Palmetto Park Road.

"My crew wasn't expecting the uptick in business we were going to get after the Yelp review," Goodman said.

In fact, they were so busy that they fell behind on dough production, because their specific recipe calls for up to 100 hours of fermentation.



Making pizzas started as a bonding activity for Goodman and his family during quarantine. (Garret Goodman)

For a business that started out of a labor of love, Goodman foresees opening 50 shops around South Florida. That project, like many side hustles during the COVID-19 pandemic, became serious during quarantine.

Goodman, a former logistics company owner, had been experimenting with home-made pizza, but with his calendar suddenly blown open, he dedicated himself to perfecting his acclaimed sourdough recipe. He stayed up late watching tutorials on YouTube, caked his house in flour and conscripted his two children in the fun.

Eventually, Goodman's wife convinced him to start selling his pizzas. But if they were going to open a business, they needed a catchy name.

"Ten martinis later collectively, she came up with 'How Ya Dough'n,' and I loved it," Goodman said.



Making pizzas started as a bonding activity for Goodman and his family during quarantine. (Garret Goodman)

The first location at 4251 N. Federal Highway in Boca Raton is a cramped parlor that mostly focuses on takeout. Even though the scarce tables can only fit outside in the Florida heat, they're still a hot commodity. Goodman said this is for good reason, as the dough is best eaten right out of the oven.

"People will sit in the most awkward configurations to eat pizza hot and fresh from the store," he said.

The demand for more pizza and places to eat it is what spurred the idea for two new locations -- but Goodman is already thinking beyond the expansion.

Goodman and his team are already looking at potential locations in Coral Springs, and even a How Ya Dough'n sandwich shop, using his same signature dough for the bread.

"This brought my family together in such a beautiful way," he said. "But it also brought our community together during such a terrible time during COVID."

