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Gabby and Garett Goodman inside their pizza restaurant, How Ya Dough's pizzeria in Boca Raton on Tuesday, July 8, 2025. (Carline Jean/South Florida Sun Sentinel)

By ROD STAFFORD HAGWOOD | South Florida Sun Sentinel
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Ironically, it all kinda-sorta started with a cease-and-desist letter.

Gabby and Garrett Goodman, the wife-and-husband duo behind How Ya Dough'n pizzerias, got the knock-it-off notice from their community's HOA back in 2020 when — during the pandemic lockdown — they began selling pizzas out of their Boca Raton home.

"We now take that legal letter and it's like posted in all the restaurants," Garrett, president & CEO, tells the South Florida Sun Sentinel.

By "all the restaurants," he means the three How Ya Dough'n locations so far: two in Boca Raton (opened in 2021 and 2024) and one in Boynton Beach (2024). Next up is Coral Springs, expected to debut this fall. And there's an imminent Las Vegas version in the works (more about that later).

During a chunk of the 2020-2021 flurry of backyard biz, neighborhood negotiation, perfecting recipes and opening that first brick-and-mortar, cofounder and chief brand officer Gabby was also pregnant with the couple's third child.

She recalls, "Someone asked me when do you think you're gonna give birth? I was like, 'Guys, I have no idea.' This is all just up in the air. We're just winging it. And it all worked out. We always say that we thrive in chaos."

Carline Jean/South Florida Sun Sentinel
The OG is one of the popular pizza offerings at How Ya Dough'n, according to restaurant co-owner Garrett Goodman. (Carline Jean/South Florida Sun Sentinel)

Part of the chaotic stretch was when the Goodmans' neighborhood subdivision sued them for running a commercial business out of their backyard, which temporarily put the kibosh on them selling their home. Eventually, the litigation all worked out and the family moved to another subdivision.

"The funny part about it is every Halloween they do a really big thing in one of our subdivisions, and we bring out our food trailers, and we just give away food for free," Garrett says. "So we're not looking for bad blood with anybody. We had a little bit of a rough patch in the beginning, but we got over that, and now is good. We were just trying to give people a sense of enjoyment and happiness that they hadn't had in so long being confined to their house."

THROWING PIZZAS OVER THE FENCE

The burgeoning How Ya Dough'n empire started humbly. During the shutdown, a friend (they call him their "pizza mentor") convinced the Goodmans to buy a Gozney Roccbox pizza oven.

> "For a while, it kind of just lived in my garage," says Garett, who was part owner of a logistics and technology company. "I wasn't really using it. And my pizza mentor was like, 'Look, now's the time to start practicing making your own dough.' So I was making a horrible mess of my kitchen quite regularly. There's flour on the walls. You know, there was olive oil everywhere. I had every different type of salt, every different type of flour you could imagine, every type of sauce. I mean, it was super crazy."

But they eventually settled on some recipes and even graduated to making their own sourdough starter.

Garett remembers: "I went down the super rabbit hole of anything and everything sourdough pizza. It took 14 days ... of waiting for it to be ready to make pizza. So we started mastering the dough recipe and ... giving it away to friends and neighbors. People would come to our backyard with a cookie sheet, and we would throw pizzas over the fence and people would catch them. ... And my wife Gabby [said], 'We need to try to start selling this.'"

Gabby also coined the name, How Ya Dough'n, over martinis one evening. And by May 2020, she had launched an Instagram social media campaign.

Carline Jean/South Florida Sun Sentinel
A How Ya Dough'n pizzeria in Boca Raton. There are now two Boca Raton locations, one in Boynton Beach, with plans for Coral Springs and Las Vegas. (Carline Jean/South Florida Sun Sentinel)

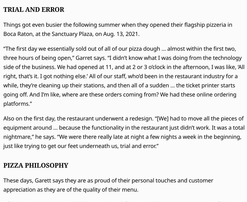
The neighborhood quickly caught on, and word of mouth brought in friends and strangers alike, all ordering "pizza drops" via the Calendly app and picking up pies from the couple's lawn.

"We posted a menu on Wednesdays for pizza on Fridays," Garett says. "And we had our standard OG, which was our cheese pizza, and we had our O, which was our marinara pizza, and then we rotated two specialty pizzas. So the first week, we sold 25, then 35, then 45, and we started selling out. It was crazy. ... [After] a month or two we were like, 'Everybody keeps coming back. We keep getting this amazing feedback.'"

That's when they added another day of the week to the schedule, Gabby adds, "because we were selling 100 pies a night out of the house. So we started posting a menu on Monday for pizza on Wednesdays."

Their "pandemic project" quickly grew over that summer in 2020 into a boutique business.

"Then we had to go from one pizza oven in the backyard to two," Garett recalls. "And then we went from two to three. It was pretty comical towards the tail end of doing it out of the house."



Carline Jean/South Florida Sun Sentinel
The interior of one of the How Ya Dough'n locations in Boca Raton. (Carline Jean/South Florida Sun Sentinel)

TRIAL AND ERROR

Things got even busier the following summer when they opened their flagship pizzeria in Boca Raton, at the Sanctuary Plaza, on Aug. 13, 2021.

"The first day we essentially sold out of all of our pizza dough ... almost within the first two, three hours of being open," Garret says. "I didn't know what I was doing from the technology side of the business. We had opened at 11, and at 2 or 3 o'clock in the afternoon, I was like, All right, that's it. I got nothing else.' All of our staff, who'd been in the restaurant industry for a while, they're cleaning up their stations, and then all of a sudden ... the ticket printer starts going off. And I'm like, where are these orders coming from? We had these online ordering platforms."

Also on the first day, the restaurant underwent a redesign. "[We] had to move all the pieces of equipment around ... because the functionality in the restaurant just didn't work. It was a total nightmare," he says. "We were there really late at night a few nights a week in the beginning, just like trying to get our feet underneath us, trial and error."

PIZZA PHILOSOPHY

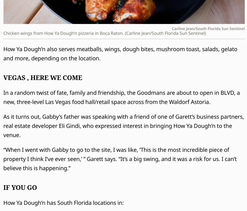
These days, Garett says they are as proud of their personal touches and customer appreciation as they are of the quality of their menu.

"If our customer service can be better than the food — and we know how good the food is — then there's not many restaurants that can compete with what we're doing. And we've stuck very true to that," he says.

He goes on to say that the ingredients are what sets their pies apart.

"They're very, very specifically sourced. We ship them from all over the country. Our flour comes from San Francisco. Our tomato sauce, we bring in from New Jersey. A lot of our high-end cheeses are brought in from Italy," Garett says. "Most pizza places make dough in the morning time and they'll either sell it that same day or they'll wait a day or two. We wait a minimum of five days before we let anybody consume that product."

Their most popular pizzas, according to Garett: "Our OG, which is our cheese pie, our classic Pepperoni Pizza and our Pistachio Pizza. Those are the top three pizzas by leaps and bounds."



Carline Jean/South Florida Sun Sentinel
Chicken wings from How Ya Dough'n pizzeria in Boca Raton. (Carline Jean/South Florida Sun Sentinel)

How Ya Dough'n also serves meatballs, wings, dough bites, mushroom toast, salads, gelato and more, depending on the location.

VEGAS , HERE WE COME

In a random twist of fate, family and friendship, the Goodmans are about to open in BLVD, a new, three-level Las Vegas food hall/retail space across from the Waldorf Astoria.

As it turns out, Gabby's father was speaking with a friend of one of Garett's business partners, real estate developer Eli Gindi, who expressed interest in bringing How Ya Dough'n to the venue.

"When I went with Gabby to go to the site, I was like, 'This is the most incredible piece of property I think I've ever seen,'" Garett says. "It's a big swing, and it was a risk for us. I can't believe this is happening."

IF YOU GO

How Ya Dough'n has South Florida locations in:

Boca Raton

- 4251 N. Federal Highway; 561-617-1579
- 310 E. Palmetto Park Road; 561-757-6434

Boynton Beach

- 8240 S. State Road 7; 561-336-3341

Coral Springs (coming this fall)

- 3300 N. University Drive

For more information: howyadoughn.com

Carline Jean/South Florida Sun Sentinel
The OG pizza at How Ya Dough'n in Boca Raton on Tuesday, July 8, 2025. (Carline Jean/South Florida Sun Sentinel)

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