

ON THE SIDE

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An exterior rendering of How Ya Dough'n, set to open in November 2025 at the BLVD. *How Ya Dough'n*

Viral pizzeria to hit the Strip

How Ya Dough'n plies its sourdough pies



How Ya Dough'n (also known by its monogram, HYD), the culty viral South Florida pizzeria whose name is at once an inquiry about state of mind and pizza practice, is bringing its sourdough pies (a New York take on Neapolitan fundamentals) to the Las Vegas Strip.

Plans call for How Ya Dough'n to open in mid-November as the first restaurant at BLVD, a triplex retail project unfurling for 700 feet on the boulevard across from the Waldorf Astoria.

How Ya Dough'n began during the pandemic with backyard pizza drops, expanded to a trio of South Florida storefronts and, along the way, developed an enthusiastic social media following for its inventive, seasonal pies built from wild yeast-fermented dough (an eight- to 12-day process) and careful attention to ingredients.



Johnathan L. Wright



A Classic Pepperoni and Onion Pizza from How Ya Dough'n.

How Ya Dough'n

from mountainous Big Island coffee farms in the 1830s through the 1940s, is opening another shop in the Las Vegas Valley, aka the Ninth Island of Hawaii. The new store will open in mid-October on East Lake Mead Boulevard in North Las Vegas.

The shop will be a mom-and-pop, owned by **Sharlyn Vermillion** and her husband, **Grant**, a longtime physical education teacher and soccer coach.

The North Las Vegas shop, 2300 E. Lake Mead Blvd., is the first of three Bad Ass Coffees the couple plans to open in the valley, according to the announcement. The Vermillions do not own the first local Bad Ass, which opened in December 2022 on West Charleston Boulevard.

Bad Ass Coffee, born on the Big Island of Hawaii more than 35 years ago, offers Hawaiian coffees through about 40 franchise locations across the U.S. Coffee is sourced from the famed Kona region of the Big Island and from Kauai and Maui.

The expansive Bad Ass menu features hot and iced coffees (including 100 percent Kona), cold brews (including a nitro version), more than a dozen lattes, hot and iced tea drinks, "koolers," lemonade and smoothies. Twisted malasadas and other baked goods, plus breakfast and lunch sandwiches built with King's Hawaiian rolls, make an appearance, too.

Visit badasscoffee.com

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Ai Pazzi Pizza, from celebrated chef, restaurateur and TV personality **Fabio Viviani**, recently opened at JW Marriott, following the July debut of Ai Pazzi, its sibling Italian restaurant

at the property. The counter service Ai Pazzi Pizza offers pies ranging from classics such as a blanco or a Margherita to signature combinations such as mortadella pistachio and truffle prosciutto cotto.

Pearls Oyster & Crudo Bar, another Viviani project, also recently opened at the property. The menu features freshly shucked oysters, crisp calamari, chowders, lobster rolls, seafood towers, seafood boils and more.

Hours for both new spots are 11 a.m. to 9 p.m. Sundays through Thursdays and 11 a.m. to 10 p.m. Fridays and Saturdays.

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Better Buzz Coffee Roasters, the California-born chain that touts the "better buzz" of its coffee with bee and honeycomb branding, just opened its third location in the Las Vegas Valley, at 2680 W. Craig Road in North Las Vegas. The newest shop, with a drive-thru, joins locations on North Nellis Boulevard and on St. Rose Parkway.

The Best Drink Ever is the queen bee of the beverage offerings. The drink is the Better Buzz take on a vanilla latte, combining a house coffee blend with signature vanilla creamery. The beverage menu also features other hot or iced lattes, blended iced coffees, cold brews on tap, espresso drinks, teas and tea drinks, and smoothies.

Food options run to OG açai bowls, fancy toasts (including three-seed avocado), and Caprese or turkey pesto sandwiches.

Visit betterbuzzcoffee.com.

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Katz's Delicatessen, the famed New York City deli, is touching down in Las Vegas for two days in October as one of the purveyors at the **Family Style Food Festival**. The festival is popping up as part of ComplexCon, the celebration of food, fashion, art and music that runs Oct. 25 and 26 at the Las Vegas Convention Center.

Family Style will bring together local and out-of-town restaurants and brands, about two dozen in all. Besides Katz's, the out-of-town talent includes **Truth BBQ** of Houston, **Seoul Taco** out of Missouri and Chicago, **No Free Coffee** of Nashville, Tennessee, and Tokyo, **Brique French Toastery** from Los Angeles and **Rokstar Chicken** from New York.

As for Vegas vendors, look for **Milpa**, **Lotus of Siam**, **Shàng Artisan Noodle**, **Naked City Pizza**, **Lefty-J's Island Favorites** and **Nocturno Cocktail Bar**.

For details and tickets, visit famylstylefest.com.

Email tips, questions or feedback to ontheside@reviewjournal.com.

One instance of virality: the Dubai Chocolate Pizza, a sweet-savory conclave of pistachio base, chocolate pistachio cream, honey, cheese and the crunch of kataifi shredded phyllo. The Dubai pie will not be offered in Vegas.

The Strip store encompasses 1,700 square feet, with a 12-seat bar, seating for 80, and beer and wine.

The menu showcases a host of How Ya Dough'n pies, among them an OG Classic, the HYD take on a Margherita with red sauce, mozzarella, Havarti and fresh basil; the Pistachio Pie with mozzarella, Havarti, pecorino, roasted pistachios, truffle oil, honey and a shower of kataifi; and a No White Sauce version uniting mozzarella, ricotta, cream, garlic and chili oil.

Salads, sides and desserts are also taking a turn on the Strip. Look for Balls, as in meatballs in molten red sauce fondue; roasted wings; an HYD House, a salad with salami, provolone and Castelvetrano olives; and artisan gelato and the Perfect Chocolate Chip Cookie.

Visit howyadoughn.com.

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Bad Ass Coffee of Hawaii, whose name and logo pay tribute to donkeys that hauled beans down

The bacon ciabatta breakfast sandwich at Better Buzz Coffee Roasters.

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