

Asian fast-casual restaurant Tokyo Joe's headed to Frisco and Richardson in 2015



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Five years from now, Tokyo Joe's executives hope to have infiltrated D-FW in a big way. (Courtesy of Tokyo Joe's)

In late spring 2015, Denver-based fast-casual restaurant Tokyo Joe's plans to open its first two stores in Texas. Five years later, the company hopes 25 Tokyo Joe's are open in D-FW alone.

Tokyo Joe's is an Asian restaurant that serves sushi and made-to-order rice and noodle bowls. Its first two restaurants are planned for Richardson and Frisco in April or May 2015.

The 18-year-old company grew at a moderate pace — one or two new restaurants per year — until it partnered with a private equity group last year. Tokyo Joe's is now up to

30 restaurants in Colorado and Arizona, with ambitions to open in seven more cities next year, the two North Texas locations included.



“We feel like we’re unique and there’s a niche for us — being Asian, having made-to-order rice and noodle bowls, fresh sushi and a focus on healthy ingredients,” says Chad Corrigan, vice president of brand expansion for Tokyo Joe’s.

Is it anything like Asian mega-chain Pei Wei, I felt compelled to ask? Possibly, but Corrigan says the focus at Tokyo Joe’s is “on healthy preparation.”

“We don’t fry anything,” he says.

The company is looking in Arlington, Denton, Fort Worth and other cities to locate which D-FW neighborhoods could be its next move, Corrigan says. The company is also shopping in San Antonio, Kansas City and Oklahoma City, says [DMN business writer Karen Robinson-Jacobs](#).

Coming in 2015: in Frisco at 3900 Preston Road; in Richardson at 300 W. Campbell Road.