

Young CEO (34) & CFO (24) power West Coast Sourdough's national rise, leading a fast-casual franchise revolution

Led by a 34-year-old CEO and 24-year-old CFO, West Coast Sourdough hit 50+ locations and earned a spot on Entrepreneur's Franchise 500.

SAN FRANCISCO, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- In an industry where decades of corporate experience are often considered a prerequisite for executive leadership, West Coast Sourdough is charting a different course. The fast-growing deli franchise concept is being led by one of the youngest executive teams in the national restaurant franchise space, with a CEO who is just 34 years old and a CFO who is only 24. Together, they are proving that vision, operational expertise, and deep family roots in the restaurant business can drive extraordinary results regardless of age.



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Our young leadership grew up in the industry. Family roots gave us a foundation, and ambition gives us momentum. Age isn't a limit, it's an edge to move fast and think differently.”

Seth Just, Director of Franchise Operations

Both leaders grew up immersed in the restaurant industry through family ventures, gaining firsthand knowledge of everything from kitchen operations and supply chain management to customer service and financial planning. This upbringing instilled a practical understanding of what it takes to run a successful food business, and they have channeled that experience into building a brand that now boasts more than 50 operational locations with over 80 additional units in development.

The results speak for themselves. West Coast Sourdough

has earned a spot on Entrepreneur Magazine's Franchise 500, and was recognized as one of the Top 24 New and Emerging Franchises. These accolades reflect not only the appeal of the product but also the strategic acumen of a leadership team that has successfully scaled a concept built on authentic west coast sourdough bread into a nationally recognized franchise brand.

The company's recent expansion into Texas demonstrates the leadership team's willingness to compete in major markets. Texas represents one of the most dynamic and competitive restaurant landscapes in the country, and West Coast Sourdough's successful launch there signals confidence in the brand's ability to attract customers in diverse regions. Additionally, the announcement of a multi-unit franchise agreement in Georgia underscores the team's focus on strategic southeastern expansion, bringing the distinctive taste of west coast sourdough to communities that have long lacked access to authentic sourdough dining options.

Under this young leadership, the brand has cultivated a franchise system that appeals to both experienced multi-unit operators and first-time franchise owners. The operational model is designed for efficiency and consistency, ensuring that every sandwich served on freshly baked sourdough bread meets the quality standards that have become synonymous with the West Coast Sourdough name. This attention to operational excellence, combined with a fresh and approachable brand identity, has made the franchise opportunity increasingly attractive to prospective partners across the country.

The menu itself reflects the leadership team's understanding of what today's consumers want. Centered around premium deli sandwiches built on signature sourdough bread, the offerings cater to a broad audience of sandwich lovers who value quality ingredients and authentic flavors. Soups, salads, and complementary sides round out the menu, providing options that encourage repeat visits and strong customer loyalty.

Industry analysts have taken note of West Coast Sourdough's trajectory. The combination of a compelling product, a scalable business model, and energetic leadership has positioned the brand as one to watch in the fast-casual dining segment. As the company continues to grow, the young executives at the helm remain focused on disciplined expansion, ensuring that each new market entry is executed with the same care and attention that fueled the brand's initial success.

With more than 120 locations open or in development and a leadership team that brings both youthful perspective and deep industry knowledge, West Coast Sourdough is poised to continue its ascent as one of the most exciting franchise stories in American dining. For those who appreciate great sourdough and fresh deli fare, the brand's expanding national presence promises to deliver.

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