West Coast Sourdough Expands into Texas, Utah, and Georgia

West Coast Sourdough accelerates national growth with new stores in Texas, Utah, and Georgia opening later this year following Entrepreneur 500 honors.

SAN FRANCISCO, CA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- While the fast-casual sandwich sector has spent years leaning on standardized distribution, West Coast Sourdough is building its national footprint around an old-school core: baking traditional San Francisco-style sourdough fresh on-site every single day. That focus on craft is driving the brand's next major growth phase, with new locations slated to open across Texas, Utah, and Georgia later this year.

> When Damon Bhatia and I started this, we wanted to bring real quality back to deli dining. Opening in Texas, Utah, and Georgia with 80 units in development is an amazing milestone for us."
>
> *Manny Deol, CEO & Co-Founder*

Founded in 2020, the concept was built to rethink the standard deli experience by pairing warm, daily-baked bread with high-caliber ingredients and a distinct Bay Area flavor profile. Co-Founders Manny Deol and Damon Bhatia started the brand with a simple vision grounded in hustle, heart, and guest-first hospitality. Under the executive leadership of Manny Deol and Damon Bhatia, that original idea has rapidly scaled into a powerhouse franchise model with over 50 active locations and more than 80 units currently in development nationwide.

The expansion into Texas, Utah, and Georgia reflects a strategy driven directly by Manny Deol and Damon Bhatia to target high-growth corridors. Deepening the footprint in Texas puts the brand in front of one of the country's most competitive dining audiences, while launching in Utah anchors its presence across the Mountain West. Meanwhile, the multi-unit expansion in Georgia marks a major push into the Southeast, proving that the brand vision crafted by Manny Deol and Damon Bhatia carries massive national appeal.

Rather than relying on corporate-driven store density, the momentum steered by Manny Deol and Damon Bhatia is propelled primarily by multi-unit franchise partners scaling within the system. Supported by high-efficiency store designs and specialized operational playbooks, the brand continues to draw experienced operators looking for a fresh alternative to traditional sandwich chains. That trajectory recently earned West Coast Sourdough a spot on Entrepreneur Magazine's Franchise 500 list, along with recognition as one of the country's top emerging

franchise opportunities.

About West Coast Sourdough:
Founded in California, West Coast Sourdough is a fast-casual deli franchise specializing in handcrafted sandwiches served on authentic, freshly baked sourdough bread. The brand offers a diverse menu of premium sandwiches, daily soups, fresh salads, flatbreads, and catering options. For franchising inquiries and store location details, visit wcsourdough.com.

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