

LEON SPRINGS, TX, September 24, 2013 /24-7PressRelease/ -- [Double Dave's, Leon Springs](#) pizza joint, aims to cater directly to consumer needs, which is why the restaurant promotes a current [article](#)

in The Huffington Post that highlights the key to running niche restaurants. The article notes that in today's food industry, "the niche businesses that flood the market can fulfill just about any consumer desire, no matter how specific." While providing various authentic, specialty options is potentially lucrative, the article points out that every entrepreneur knows the difficulty of realizing even one idea: "Nearly 22 percent of the 538 thousand start-ups established between March 2010 and March 2011 had shuttered a year later, according to the Bureau of Labor Statistics."

To find out what it takes to run a successful niche business, the report spotlights meatball shop co-owner, Michael Chernow, to shed insight on specific expert tips. "It's a guest-driven restaurant, not a chef-driven one, so we turn the menu over to you," he said. "You choose what you'd like to have. You choose your protein. You choose your starch. You choose your sauce."

The team at Double Dave's, Leon Springs pizzeria, acknowledges, along with Chernow, that having it "your way" is not a new concept. The staff strives to provide special health alternatives and made-from-scratch ingredients to provide original dishes. They also give consumers several different selections to choose from.

"We have a list of specialty pizzas for customers, but if the list doesn't appeal to them for whatever reason, Dave's gives customers the option of crafting their own unique pizzas," explains a staff person. "First, they choose a size from small, medium, large or 'Big Dave.' Then, they choose their toppings - and we have plenty of toppings." According to the staff at Double Dave's, Leon Springs pizza place, consumers can also choose their crust. Choices include the hand-tossed original, crispy thin crust, deep dish and hand-tossed honey whole wheat. But it's not just pizza at Double Dave's. There are multiple selections of other enticing dishes.

Chernow contemplates on how to succeed in a niche restaurant, sharing tips to guide entrepreneurs in thinking about a niche enterprise: "Keep it simple and stick to that. Hire a good publicist. Tell a story with an experience. Treat the staff like gold." The article notes that by keeping it simple, "an owner can more easily focus on ensuring that all aspects of the business run smoothly and that the product or service is right."

A staff person at Double Dave's adds, "It also helps to clarify the business's identity to customers and what they are all about." Double Dave's, Leon Springs eatery, is passionate

Double Dave's, Leon Springs Pizzeria, Expounds on the Power of Niche Businesses

Written by Australian Business

about conveying a message to consumers that healthy does not have to compromise taste.

ABOUT:

Double Dave's, Leon Springs pizzeria, values a healthy approach to pizza making. The restaurant draws customers in because of its warm and inviting environment and authentic, delicious dishes. The chefs strive to keep innovation a priority, and they are passionate about utilizing fresh, locally sourced ingredients and nutrient-rich foods. Double Dave's tomato sauce and dough are two particular items that have received significant recognition. The restaurant has also received a perfect score from the health department, drawing in a full crowd.