



## BEST ITALIAN MARKET

*Jimmy's Food Store*

For 55 years, Jimmy's Food Store has kept Dallasites well-fed. Stocking all the provisions needed for an authentic Italian feast, from pasta and pizza dough to Italian wines and the house-made sausage that's a favorite of local chefs, the shop's deli counter also churns out some of the best sandwiches in the city—something that comes as no surprise to the patrons who line up each day to get their hands on an Italian sub or muffuletta.

But what might come as a surprise is that Jimmy's wasn't always the bastion of Italian cuisine it is today. Founded in 1966 by James DiCarlo, it was then a neighborhood grocer offering imported goods from all over the world. But as an influx of big-name supermarkets provided steep competition, brothers and third-generation owners Mike and Paul DiCarlo started to shift the focus closer to home. When a 2004 fire left the store gutted, the pair went all-in, reinventing their family business in the style of their heritage and leaning on generations-old recipes to serve as the foundation

of their new vision. To Paul, that authenticity is what keeps customers coming back. "It reminds them of days of old," he says. "A lot of our customers are transplants from New York and Philadelphia and St. Louis."

Their loyal customer base allowed Jimmy's to not only survive but thrive during the pandemic. "At the beginning, it wasn't so bad because everyone was cooking," Paul says. "It was interesting to see how people adapted. We've become such a sandwich shop, so it was nice to see grocery shopping again."

Today, Jimmy's remains a stalwart of Dallas' food scene, but it's the personal service and family feel that have made it an East Dallas staple. Paul and Mike say they're often approached by customers wanting advice on dishes and products, and they're happy to share their knowledge. Says Paul, "That's what we're about—helping people make good Italian food." 4901 Bryan St. 214-823-6180. [jimmysfoodstore.com](http://jimmysfoodstore.com) —PEYTONWEBB

*55 years in business*

(clockwise from bottom)  
Mike and Paul DiCarlo, with  
Paul's son and store manager, Tony

*Remember!*  
**ALWAYS  
SHOP  
LOCAL.  
THESE  
ARE OUR  
NEIGHBORS  
AND  
FRIENDS.**