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The Feed: The Meatball Shop's Sauce Hits Shelves

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The Meatball Shop, a popular New York Italian chain, has launched its own line of bottled tomato sauce. Pictures show chef/owner Daniel Holzman and the sauce. Published Credit: Liz Clayman PHOTO: LIZ CLAYMAN

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The Meatball Shop's Sauce Hits Shelves

Plenty of regulars at the Meatball Shop savor the tomato sauce that often accompanies those meatballs. Now, they can take it home.

The chain is selling a jarred version (\$7.99) at its restaurants and at Whole Foods throughout the tri-state area.

The idea was in the works for some time, while Meatball Shop chef and owner Daniel Holzman searched for a company that would prepare the sauce to his specifications.

Mr. Holzman found a Pennsylvania company that would use fresh ingredients and source high-quality Italian tomatoes. He said he is so pleased with the tomatoes it is using that he is now buying the same ones for his restaurants.

In the first month the product was available, Whole Foods stores sold more than 2,000 jars, he said. But Mr. Holzman's aim isn't to make a name for himself in the sauce world.

"The real goal is to drive customers" to the Meatball Shop, he said.

Speaking of which, Mr. Holzman is planning to open a seventh location in Hell's Kitchen by the end of the year.

The Meatball Shop, various locations; themeatballshop.com