

# THE WALL STREET JOURNAL.

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## The Feed

### **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.

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](http://themeatballshop.com)