

MAJOR MEMORIAL CITY MOVES

Acclaimed Austin pizzeria and Miami kebab-burger restaurant fire up first Houston locales in Memorial City

By Eric Sandler Dec 5, 2022 | 2:45 pm



Houston first Via 313 is coming to Memorial City. Via 313/Facebook

The Memorial City area will soon be home to two rapidly expanding restaurant brands. Austin-based pizzeria [Via 313](#) and Miami-based burger and kebab concept [Pincho](#) will join [Velvet Taco](#) and Goode Co. Seafood in the shopping center at 10201 Katy Fwy.

Houstonians who travel to Austin will recognize Via 313, which has earned wide acclaim for its Detroit-style pizzas. The rectangular-shaped,

deep dish pies feature a rim of a crispy cheese along the crust. Originally founded as a food trailer by brothers Zane and Brandon Hunt, Via 313 has grown to seven Texas locations as well as outposts in Colorado and Utah. In August, it opened its first [San Antonio location](#).

Pincho has achieved similar success in south Florida with its Latin American-inspired kebabs, which are called pinchos. Five different proteins, including chicken, shrimp, and steak, are paired with sides such as rice and beans or tostones and served as platters. The restaurant also serves well-regarded burgers along with bowls and salads. Founded in 2010, it has eight locations in the greater Miami area.



Slated to open in spring 2023, both restaurants come to Houston via their partnerships with Savory, the food and beverage arm of Utah-based investment firm Mercato Partners. Savory partnered with [Via 313 in 2020](#) and with [Pincho in 2021](#). Earlier this year, the private equity firm selected Houston Vietnamese restaurant [Saigon Hustle](#) as the winner of its Million Dollar Restaurant Launch competition.

“Memorial City is a great spot for the hottest developments, and we can’t wait to add Via 313 and PINCHO to the mix,” Savory vice president of brand development and strategy Alonso Castañeda said in a statement. “The standout community is a dining destination and a clear choice for our expansion. We know locals and visitors alike will fall in love with our vibrant spaces, bold flavors, and addictive menus. From Via 313’s Detroit-style pizza to Pincho’s Miami-born burgers, we’re bringing the heat to Houston.”

The Memorial City area has been on an upswing as a dining destination. In addition to the recent opening of Velvet Taco, the area will soon see additions such as [Common Bond](#) and Montrose-based barbecue joint [The Pit Room](#).

“We are excited that Memorial City will be first to bring both of these award-winning restaurants to our city,” Danna Diamond, vice president of retail leasing for Memorial City owner MetroNational added. “The fact that *Food & Wine Magazine* has touted Via 313 as ‘one of the best pizzas’ and Pincho is considered by *Miami News Times* as ‘one of the top 10 best burgers’ is a testament of how much Houstonians are going to love experiencing these new flavors.”