

## **How Do You Roll? rolls into Canada Custom sushi shop signs 30 unit master franchise deal**

Austin, Texas (October 16, 2013) – How Do You Roll? has signed a development agreement for 30 units in Western Canada. This will be the first international expansion for the custom sushi shop.

Sherif Moawad, who has years of experience in both hospitality and sales, will operate the Canadian master franchise.

“I am looking forward to seeing how the public will receive this unique and personalized way to enjoy sushi!” said Moawad. “The entire concept is liberating from the customer experience of getting exactly what you want to the focus of the brand on health and well being.”

Moawad is targeting the Vancouver, Edmonton and Calgary areas for early development and anticipates the first location to open in early spring 2014.

“Once Canadians get a taste of HDYR?, expansion will be rapid,” Moawad said. “My team and I will be focused on providing each franchisee and employee with dedicated support so the customer will be the ultimate winner. We are actively seeking strong franchisees that share the same vision of success and passion for the customer experience.”

This year alone How Do You Roll? has signed seven development agreements for 200 units over the next ten years. These agreements are for California, Nevada, North Texas, Illinois, New York, New Jersey, Pennsylvania and now Western Canada.

### **About How Do You Roll?**

Founded in Austin, Texas, by brothers Yuen and Peter Yung, How Do You Roll? is an Asian restaurant franchise that began in 2008. How Do You Roll? leads the sushi revolution as the first build-your-own-roll, fast-casual restaurant with 11 locations nationwide. How Do You Roll? prides itself on furthering cultural fusion, encouraging consumer creativity and offering a variety of healthy foods.

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