

## **How Do You Roll? expands international reach: Custom sushi shop rolls into Middle East**

Austin, Texas (December 17, 2013) – In its second international expansion, How Do You Roll? recently partnered with Al Safar Group Holding, WLL to develop 40 units throughout the Middle East. Al Safar group will begin development in Bahrain and United Arab Emirates in early 2014, with planned growth to Kuwait, Oman, Qatar, and Saudi Arabia.

How Do You Roll? CEO, Yuen Yung, recognized the milestone by saying, “We are excited to bring our concept to this part of the world! This will help us continue our mission of making the world better, one stomach at a time.”

In business since 1984, Mr. Adel A. Al Safar shares this excitement for introducing the brand to a wider audience. Mr. Al Safar’s company currently has holdings across multiple industries in the region, including development agreements with Rainforest Café and EZ Burger.

Thus far in 2013, How Do You Roll? has signed eleven new franchise and development agreements for 286 units over the next ten years. These agreements span Arkansas, California, Florida, Illinois, the Middle East, Nevada, New Jersey, New York, North Texas, Pennsylvania, and 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 10 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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