**How Do You Roll? celebrates 5 years with all items $5 or less**

Austin, Texas (October 14, 2013) – How Do You Roll? will celebrate 5 years of serving up freedom of choice and individual expression this month by offering all menu items at $5 or less. The celebration runs nationwide October 14 through 31.

“We’re really excited about turning 5,” Yuen Yung, CEO and co-founder said. “It's been a fun journey with lots of challenges but here we are and ready to make the next big leap!”

The first How Do You Roll? opened its doors October 2008 in Austin, Texas. The company began franchising in 2010 and now has 11 open locations in three states. How Do You Roll? aims to have 100 locations open by 2018.

How Do You Roll? offers a variety of ingredients for the sushi-savvy and the raw-fish-weary. Customers can create their own rolls using raw tuna or grilled chicken, avocado or strawberries—or even all four. Recently, How Do You Roll? expanded its menu to including rice bowls, salad bowls and even noodle soup bowls.

**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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How Do You Roll?

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