

How Do You Roll? Press Release
For Immediate Release

Get ready to roll Tampa Bay!
How Do You Roll? signs new franchisee, plans to open in 2014

Tampa Bay, FL (December 13, 2013) – Tampa Bay will soon be rolling with How Do You Roll?, the custom sushi shop. Franchisee Chris Martin, operating as M Concepts, LLC, has signed an agreement and is currently looking for a location in the University Parkway, USF, Gulf Coast Towncenter, or Mercato areas.

“Sushi is one of my favorite foods, and I would like to grab it fresh, and quickly,” Martin said in response to why he decided to become a How Do You Roll? franchisee. “It’s quality, fresh and healthy food.”

How Do You Roll? offers a variety of Asian-inspired options ranging from traditional sushi to salad bowls. Guests can create their own cone, roll or bowl or choose from 12 flavors featured on the menu.

How Do You Roll? currently has two open franchised locations in Florida, one in Gainesville and the other in Sunrise. There are a total of 10 currently open nationally, with plans for more than 200 to open.

Martin has a background in the restaurant industry, including franchise ownership and training.

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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.