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Franchiser to bring new food concepts to Houston

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Houstonian Mike Lassiter is hoping to cook up excitement for new food franchise concepts in his hometown.

Lassiter, who is president and chief executive officer of Atlanta-based **Franchising Concepts LLC**, had previous success in the Houston market when he purchased the rights to franchise **Schlotzky's Deli**.

Now, he is working with Gary Findley, former president of fitness franchise **Curves International**, to bring two of Lassiter's concepts -- **Rising Roll Gourmet** and **Justix** -- as well as **Bahama Buck's** into Houston.

Coming out of Atlanta, Rising Roll Gourmet features sandwiches and salads, while Justix has skewered meats and vegetable fries. Based in Lubbock, Texas, Bahama Buck's sells tropical desserts, such as shaved ice, smoothies and fresh fruit concoctions.

"Houston is an extremely important market for my brands at many levels," Lassiter said. "The market is hungry for fresh food franchise brands. We're going to explode here."

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