

NewsRelease



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RISING ROLL GOURMET FOCUSES ON DOWNTOWN ATLANTA FOR GROWTH

Restaurant Chain Offering Freshest Wholesome Food Rated "Excellent" by ZAGAT for 12 Years in a Row

Atlanta, GA - March 9, 2011 – Rising Roll Gourmet, a fast casual restaurant chain based in Atlanta, is adding new downtown Atlanta locations, bringing a unique menu featuring fresh wholesome food to 200 Peachtree, in the historic old Macy's building. This is the second Rising Roll Gourmet location to open in a historic downtown Atlanta site in the past few months.

The existing downtown Rising Roll Gourmet location is in The Historic Candler Building, where the home-grown restaurant chain worked with building management to save a 100-year old brick wall during the renovation project. The second downtown location will be in the newly revitalized 200 Peachtree, the old historic Macy's building. Mostly vacant since Macy's closed in 2003, 200 Peachtree is now a vibrant event center with retail space, restaurants, and facilities that will host conferences, weddings, parties and other special events.

"We're thrilled to be part of the revitalization of historic downtown Atlanta, bringing fresh, high quality gourmet food to casual downtown diners," Rising Roll Gourmet President Mike Lassiter stated. "Rising Roll Gourmet has strong Atlanta roots, offering uniquely Southern recipes, including our Southern Pimento Cheese sandwich with a twist – hickory-smoked bacon and Granny Smith apple slices."

"We are very excited about providing our customers with a Rising Roll Gourmet at 200 Office," said 200 Peachtree President Robert Patterson. "200 Office is all about offering our customers everything they need to be unbelievably productive and inspired, and the unique menu and experience offered at Rising Roll Gourmet is an important part of delivering on that promise. Rising Roll Gourmet has been a great partner in everything from menu planning to kitchen design."

In addition to the new downtown locations, Rising Roll Gourmet is adding a new restaurant inside the new Piedmont Hospital building at Howell Mill Road & I-75 in midtown. Rising Roll Gourmet also has Atlanta locations in Buckhead, Midtown, Georgia Tech/Northside Drive, Powers Ferry, Dunwoody, Alpharetta and Sugarloaf. New stores outside of Georgia include Houston and San Antonio Texas, with additional stores in development in Tallahassee Florida (Florida State University) and Northern Virginia.

About Rising Roll Gourmet

In 1996, Rising Roll Gourmet opened its first location in Atlanta, Georgia. The concept immediately received incredible validation for its' high quality made-from-scratch food and huge selection of sandwiches, soups and salads. In 2004, the founders partnered with franchising professionals to grow the Rising Roll Gourmet brand. Since that time, Rising Roll Gourmet has opened stores in the southeast United States and now is expanding into Texas, Florida, Colorado, and northern Virginia. Rising Roll Gourmet has been rated "Excellent" by the prestigious ZAGAT survey for each of the past 12 years.

For additional information: risingroll.com, or contact: Mike Lassiter (404.202.1141, mike@risingroll.com), or Susan Segars (770.640.8860, susans@qcom-inc.com).

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