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Rolls Rising in East Memphis



By Jacob Steimer | July 16, 2018

An Atlanta-based sandwich chain recently signed a lease to open its first Memphis location. Rising Roll Gourmet Café is preparing to open this fall in 2,400 square feet in Poplar Towers, located at 6263 Poplar Ave.

"A lot of our business comes from catering in other markets," said Memphis franchisee Michael Black, who grew up in East Memphis. "With a high concentration of office space in the East Memphis area, that's where we wanted to put our first location,"

Black plans to open three Memphis franchises within the next 2.5 years, with hopes to put the second one Downtown. He said the company's commitment to healthy and fresh food, catering to young adults and alcohol options make it distinctive.