



Adam Collier, left, is the new owner of Roly Poly at 306 N. McPherson Church Road. The business kept the classics and added more salads.
Staff photos by Raul Rubiera

Customers still rolling on in

By Hilary Kraus
Staff writer

Adam Collier was always a Roly Poly loyalist.

As a manager of a nearby hotel on Skibo Road, Collier ate at the cute little sandwich shop on McPherson Church Road as many as five days a week.

Today, he's at Roly Poly as many as six days a week as the new owner.

"It's a great business. It's stable," Collier said one morning, shortly before the lunch rush began. "I walked into a turn-key operation."

The opportunity presented itself when original owners, Diana and Robert Carroll, decided to sell. The couple opened the franchise in February, 2003 and built it into a successful dining spot where it's not uncommon for the 50 seats to be filled at lunchtime.

When Robert retired from the military and the couple wanted to sell, Collier jumped at the chance to be a business owner. He took over on May 1. Some changes have been made, specifically a broader selection of salads, more original-recipe soups and larger cookies, all within the franchise agreement's guidelines.

"A lot of people like more

than sandwiches," Collier said. Roly Poly, named because of its rolled sandwiches, first opened in Atlanta in 1996. Today there are more than 150 shops in 27 states. The Fayetteville restaurant, across the street from the Lincoln-Mercury dealership, is one of 10 in North Carolina. There is another in Southern Pines.

Collier said he eventually would like to open other Roly Poly restaurants, perhaps on Ramsey Street near Methodist University. He also sees potential in Fort Bragg and Hope Mills locations.

What makes Roly Poly different from other "meat and bread" spots is that sandwiches are made on flour, whole-wheat or low-carb tortillas rather than bread. The freshness and quality of the ingredients also is a

priority.

The wraps are served cold or hot-pressed. The sizes come in 6 inches for \$3.75 and 12 inches for \$5.95.

A bag of chips and a medium drink costs an extra \$2. An 8-oz. cup of soup and a medium drink is an extra \$3.95.

Customers order from the counter and have more than 50 combinations from which to choose. They also can build their-own wrap. An employee calls out the customer's name when the order is ready.

One of the most popular wraps is the Santa Fe Chicken, which is made with sliced chicken breast, melted jalapeno jack cheese, plum tomatoes, onions and ranch dressing.

The Basil Cashew Chicken is made with basil chicken salad, cashews, spicy Thai

sauce, green leaf lettuce, plum tomatoes, avocado and alfalfa sprouts. The Philly Melt is made with oven-roasted beef, melted jack and cheddar cheese, onion, mushrooms, green peppers and a side of barbecue ranch dressing.

One of Collier's favorites, the Hot Honey, is made with smoked turkey breasts, melted jalapeno jack cheese, bacon, sun-dried tomatoes and baby spinach.

Health-conscious customers will find veggie wraps and low-carb options on the menu. An easy-to-read calorie and nutrition chart is displayed next to the beverage station. For those who want to steer clear of wraps, seven signature salads are on the menu.

Collier said the three most popular are the Greek salad (\$6.25), Walnut spinach salad

ROLY POLY

- Address: 306 N. McPherson Church Road
- Phone: 826-7659
- Hours: 10 a.m. to 8 p.m., Monday through Friday; 11 a.m. to 5 p.m., Saturday
- Specialties: Classic roll-up sandwiches, salads, soups

(\$6.75) and the lower-fat selection, Alpine chef salad (\$6.75).

A reasonably priced children's menu is available. Roly Poly also offers a wide-range catering menu with delivery (\$20 minimum) available.

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