

Time Dining

Come On In...
The Food's Great!

Roly Poly Offers a Tasty Alternative to Fast Food

Patricia C. Held
Contributing Writer

In 1996 the first Roly Poly sandwich shop opened for business in Atlanta, Georgia. Today there are over 150 Roly Poly franchises throughout twenty-seven states, and luckily for us the sole Virginia site is right here in Lynchburg!

Jim Bartlemen is the owner, and he has incorporated attentive service, tasty foods prepared with quality ingredients, and a friendly atmosphere into the area's newest sandwich shop.

Known for their extraordinary taste, the varieties of ingredients that go into Roly Poly sandwiches are delicious and unique. A typical menu selection is fresh basil chicken salad rolled with crunchily cashews, leaf lettuce,

Roma tomatoes, sliced avocado, alfalfa sprouts, and spicy Thai hot sauce all rolled in a fresh tortilla. The menu includes fifty sandwich selections, all equally as enticing.



Owner Jim Bartlemen has incorporated attentive service, tasty foods and a friendly atmosphere into the area's new eating

brie, sun dried tomatoes, artichoke hearts, and avocados are standard ingredients.

Roly Poly provides a healthy alternative for a meal. There are twelve vegetarian selections, and dieters can choose from a large variety of lean meats, low fat cheeses, and no

fat dressings. For those on special diets and low carbohydrate diets, Roly Poly has delicious salads and low carb tortillas. Many sandwiches are included on the Weight Watchers diet, and Roly Poly provides customers with a fact sheet listing the complete nutritional information of every sandwich on their menu.

In addition to their delicious rollup choices the restaurant features several soups each day. Jim Bartlemen explained that while they are prepared off site, they are cooked with quality ingredients. Loaded baked potato, roasted garlic tomato, harvest mushroom, and old fashioned chicken noodle are a few of the daily selections. A combination of a cup of soup and a half a sandwich roll is a popular choice

among his customers.

According to Bartlemen, the secret to his success is what he uses to make his sandwiches. "We use fresh ingredients, and it makes a difference." Unusual ingredients in menu selections make it "really special and different from everyone else," he explained.

Jim Bartlemen's mother worked in a sandwich shop. Watching his mom make sandwiches inspired him. "I worked in retail and restaurants all my adult life," said Bartlemen. So when he decided to go into business for himself Bartlemen knew it would center around making sandwiches. He just had to find the right business.

See ROLY POLY, 8

Roly Poly

From Page 6

He discovered it in Greensboro. The first time he went to the Roly Poly there Bartlemen recognized that this was the company for him. When he came back to Lynchburg where he grew up, he thought this is what Lynchburg needs, a Roly

Poly! "I love the concept and saw possibilities in Lynchburg," explained Bartlemen.

Bartlemen buys his produce locally so it is always fresh, and his cheeses and meats are sliced daily. Customers have a choice of wraps. Either white or whole wheat, they are made specially for Roly Poly through Mission Tortera. A whole size sandwich is twelve inches long and a small

is half that size. They are generously filled with meats, cheese and assorted veggies. "We do not skimp on what is inside," said Bartlemen. Whole sandwiches run from \$5.95 to \$6.25 each with the small size ranging between \$3.75 and \$4.00. Soups are \$2.75 for an eight ounce cup and \$3.75 for a twelve ounce bowl, and salads run from \$5.75 to \$6.75.

Bartlemen's management style enables him to have a staff eager to serve the customers and to provide them with a delicious meal. "Here it is all about teamwork. We all work together. Everything is your job and everybody helps my business grow," explained Jim. His employees understand the importance of serving the customers and keeping them satisfied. Bartlemen also provides a bonus plan for his staff so they are compensated when business is good.

"We operate on a first name basis and we try to learn who our customers are and try to accommodate their needs," explained Bartlemen. "I spend time talking to my customers to make sure that they are enjoying their meal. I let people know that I need their business and I will offer them the best customer service that I possibly can. It took me twelve years to get here, and I learned a lot along the way."

Convenient to Lynchburg College and several area busi-



nesses, Roly Poly is a popular stop for lunch and dinner. The shop features twenty-three tables to accommodate small groups for meetings as well as families and individuals. There is wireless service for those who prefer a working meal. Take out service is also available, and Roly Poly will deliver within five miles. Roly Poly also caters for business meetings, parties, and groups. They can provide everything including rollups, soda, dessert, chips, napkins, and cutlery for \$8 per person.

While many would consider this to be the worst time to consider starting a business, Bartlemen believes that now is the time. "This is the time to go out and do something like this. If

you can survive in this economy, you can survive anytime!" With good food and service like that offered here at Roly Poly, hopefully they will be surviving for a long long time!

Roly Poly
2225 Lakeside Drive
Unit A1
Lynchburg, VA
434-316-0203
www.orderrolypoly.com
Hours
10AM-7PM Monday -
Friday
10AM-3PM Saturday
Closed Sunday

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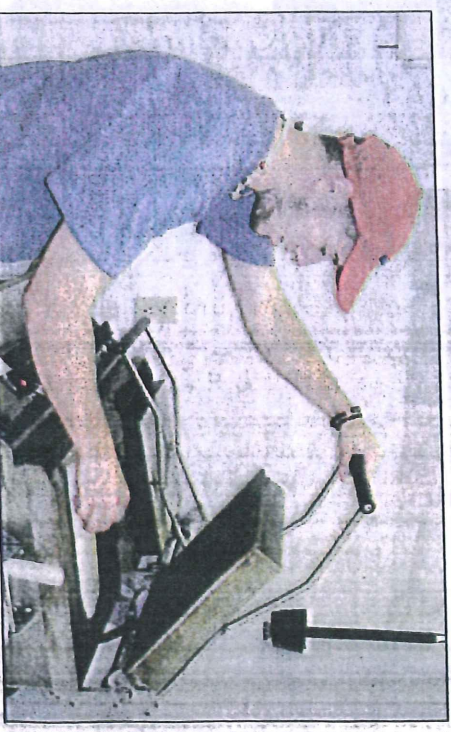
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