

Food vendor Casa-Rolls boosts family meals

BY ANNE P. BRALY

FOOD EDITOR

Greg and Katie Grant will unveil a new option for takeout food today in East Brainerd.

Their business, Casa-Rolls, offers made-from-scratch casseroles and side dishes ready to pop in the oven at home.

"We're trying to bring families back together at the dinner table," Mrs. Grant said.

The Grants married four years ago and have five children, ages 13 to 24, between them. Mrs. Grant, 46, is a camp director at her family's Camp Greystone in Tuxedo, N.C. Mr. Grant, 51, is mortgage lending manager at SLM Financial.

Mrs. Grant said her husband mentioned about a year ago that they should think of something to do together when he retires.

When she told him she wanted to open a casserole takeout business, "the phone went

“We’re trying to bring families back together at the dinner table.”

— Katie Grant

dead," she said. "He told me he wasn't thinking of something quite that big."

Mr. Grant admitted to being skeptical about the idea.

"I've been in money and banking business for 31 years — it's all I've known," he said. "I've heard so many horror stories about people who've gotten into the food business. I was hesitant to jump on the bandwagon."

After helping create the busi-



STAFF PHOTO BY KATIE HARTLEY

Katie Grant, owner of Casa-Rolls in East Brainerd, explains the menu and the daily tasks to new staffers at the catering business.

ness plan, he warmed up to the idea of Casa-Rolls, he said.

"The idea of getting people back around the dinner table is what I love," he said. "It seems the public has gotten away from

that. The more I thought about Katie's idea, the better it was."

Mrs. Grant said her camp involvement has taught her the

See CASA, Page C3

■ To contact Business • Phone (423) 757-6322 • Fax (423) 668-5052 • E-mail business@timesfreepress.com

Casa

● Continued from Page C1

timing and organization necessary for mass food production.

"We're like the new McDonald's, but we want to take fast food in a different direction," she said. "So many people are eating out not because they want to but because they have to."

The Grants said they plan to expand the menu in the fall, but they're opening with six dinner casseroles, one brunch casserole, a marinated pork tenderloin to grill at home and several salads and side dishes. Dinner prices range from \$13.70 for a four-serving chicken, rice and vegetable casserole to \$26.95 for an eight-serving cheesy chicken spinach casserole.

"We're trying to reach all income levels," Mrs. Grant said.

All foods are labeled with nutritional values, ingredients and cooking instructions.

Five full-time and several part-time employees are on the payroll at Casa-Rolls. All of the children will be helping out, Mrs. Grant said, and the eldest, Matt Grant, 24, is the manager. He has previous restaurant experience at Formosa, Sekisui and Chili's.

"Everyone will be cross-trained to cook, assemble and sell the casseroles," Mrs. Grant said. "One of Matt's best strengths is his training ability."

The Grants hope to open

two more Casa-Rolls in the near future — one in the Signal Mountain/Red Bank area and another in Hixson.

Matt Grant says he would like to franchise as soon as possible outside Chattanooga.

Casa-Rolls is in the new Shoppes at Narrow Bridge at the corner of East Brainerd and Jenkins roads. Customers may come in or use the drive-through window.

E-mail Anne Braly at abrally@timesfreepress.com