

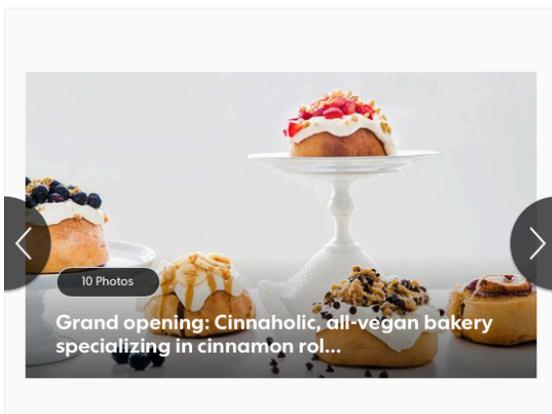
Events: Cinnaholic opens with \$1 rolls; Farmers Market; vegetarian Thanksgiving; bourbon tasting



Cinnaholic opens Nov. 16

[Cinnaholic, 9450 S. Northshore Drive](#), opened at 10 a.m. Friday, Nov. 16. On opening day guests can enjoy \$1 cinnamon rolls until 2 p.m. The discount offer is limited to one roll for \$1 per person for ages 3 and older.

The vegan bake shop — which specializes in cinnamon rolls, chocolate chip cookies, cinnacakes, brownies and cookie dough — will close at 10 p.m.



More: [Cinnaholic, all-vegan bakery specializing in cinnamon rolls, in West Knoxville](#)

Knoxville franchise owner Holly Schrimsher Roe, with husband Jason and partners David and Sarah Shanks, all of Maryville, have said they plan to bring more stores to the area.

In 2014 the business was showcased on Shark Tank with Robert Herjavec making a financial deal with owners Shannon and Florian Radke. At that time the Radkes owned one store in Berkeley, California, and were looking for financial backing to open a second location and to then focus on franchise opportunities. Herjavec was hopeful that the couple would focus on an e-commerce delivery business as opposed to another store. Although they originally accepted his financial offer, in the end they chose to walk away from his offer and his vision. Four years later, there were 24 locations in the United States and five in Canada.

"We went ahead and purchased two franchises and have the rights to all of Knox County, Blount County and Sevier County," Roe said. "We will open the one in Knoxville and probably open a second one in 2019 — we just aren't quite sure where yet."

The company menu is perfect for those with allergies to dairy/lactose and eggs as all of their offerings contain none of those ingredients. The products are also cholesterol free. They are not, however, gluten-free nor is it a nut-free zone as those are available as toppings. The sugar component used in the rolls is made from beets and does not contain bone char.

Roe said the cinnamon rolls are made in-house every morning and baked throughout the day.

"We have a baker that comes in every morning to prepare the yeast rolls and then we cook them about every 20 minutes throughout the day so that when you come in to the shop, you will always get a hot piping fresh roll," she said.

Customers can choose from approximately 18 flavors of frostings and 21 toppings to add on their warm bun.