



MEDIA RELEASE

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Small Business Series Features Cinnaholic

KNOXVILLE, Tenn.—Knox County Mayor Glenn Jacobs interviewed Holly Roe, owner of Cinnaholic on Northshore Drive, as part of his latest video series highlighting small businesses.

Throughout the series, the Mayor has conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees, and helping them share any plans they hold for the future. A new vignette runs each week on the county and Mayor’s various social media platforms.

During this week’s interview, the Mayor and Roe touched on a number of topics, including how she got into the business, what types of unique rolls she invented and whether it’s true that she – the owner of a bakery – is really allergic to cinnamon!

Roe said her business, which operates with 14 employees, specializes in gourmet cinnamon rolls, making everything from scratch. The bakery also features cookies, brownies and edible cookie dough and customers can choose between 20 different types of frostings and 20 different toppings.

“I’ve always wanted to own my own business – it’s been a dream of mine,” Roe said. “We were actually traveling and stumbled upon one of these and I thought it was the best thing I ever had seen in my whole life. There’s not a single one in Tennessee, so we were like: We have to fix that! So, here we are.”

Roe also told the Mayor that when she went to Atlanta to attend corporate training, she discovered that she’s allergic to cinnamon. After she opened her store, she created the Not-a-Roll.

“It’s not a cinnamon roll but it still has frosting and topping on it and a banana (or apple) for the base,” she said. “We created that and that’s what I eat. It kind of caught on because it’s gluten free and we didn’t have anything gluten free – so now all 50 locations have the Not-a-Roll.”

To hear more of what was said, check out the [video](#).

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