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INTERNATIONAL



JUST GETTING STARTED

Goal-Focused O'Keefe: First, a Tiara. Next, Player of the Year.



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Rolling Into Richmond: Rob Long (left) and Ben Eubanks are co-owners of River City Roll, a new boutique bowling center in Richmond, Va., featuring equipment provided by QubicaAMF.

NEW CENTER SPOTLIGHT

SOLIDS AND LIQUIDS JOIN STRIKES AND SPARES

The goal at Richmond’s River City Roll is to create a comfortable, social hang-out.

SCOTT’S ADDITION is a national historic district in Richmond, Va., that’s home to 284 buildings, two structures and two objects that contribute to its historic nature.

Shortly after the turn of the 20th century, it was developed into a commercial and industrial hub with a mix of architectural styles, including Colonial Revival, Classical Revival, Exotic Revival and Art Deco. More recently, the district has been enjoying a renaissance as long-vacant warehouses

have been converted into apartment complexes, breweries, restaurants and other gathering spots.

The newest addition to Scott’s Addition is River City Roll, a boutique bowling center developed by a team led by Rob Long, a former investment banker, and Ben Eubanks,

former restaurant director of the Jefferson Hotel.

For the center’s bowling equipment — 20 lanes including eight VIP lanes — the owners turned to QubicaAMF, the United States headquarters of which is located only 20 minutes away.

“Boutique bowling centers are being built across the country, and Scott’s Addition is the perfect location for Richmond’s first,” said Jay Buhl, Senior Vice President and General Manager for QubicaAMF Worldwide. “We are proud to be involved with this venture.”

Like most bowling boutiques, River City Roll places a strong emphasis on its food-and-beverage program, which is somewhat compact but extremely creative.

“If you look at the menu, you see classic stuff is elevated, but it’s stuff that we can execute well and quickly,” Executive Chef Brad Slemaker told



Richmond Magazine. “It was about... making really good bar food and taking what I know from Lemaire and putting it into this.”

Lemaire is a restaurant at the Jefferson Hotel, where Eubanks worked, that’s known for its “New American” cuisine.

At River City Roll, Slemaker has divided the “Solids” menu into four sections: Nosh, For the Table, On a Roll and Brick Oven Pizza.

Nosh selections include Salt & Vinegar Chips, Fire-Roasted Carrot Hummus, Heirloom Tomato, Crispy Fries and Charred Asparagus.

For the Table options include Manakintowne Greens, Butter Head Lettuce, Gulf Shrimp Ceviche, Fried Chicken, Slow-Roasted Pork Tacos and Chesapeake Bay Oysters.

The On a Roll sandwiches include a Grass-Fed Wagyu Beef Burger, Slow-Roasted Pork and Grilled Merguez Sausage.

And the Brick Oven Pizza selections are cleverly named The Lilly, Kingpin, Deadwood, Kegler, Mother-in-Law #7 and Hambone — which may or may not be a salute to broadcaster Rob Stone, but does consist of shaved pork, tomatillo, red onion, cilantro, cotija and radish.

The equally creative cocktail menu includes names like You’re Over the Line, Lebowski, Monument Ave. Elixir, Mexican Cousin, Last Exit to Brooklyn and End of Session.

There also are eight wines by the glass and bottle, representing five countries (Spain, Italy, France, Portugal and the United States), as well as eight draft beers — all well selected. As Eubanks put it: “It’s about empowering [guests] with knowledge that gives them a different experience each time they come... It allows everyone to be their own sommelier, and it’s a social experience.”

River City Roll occupies a former stor-



THE PROJECT

Venue: River City Roll, a boutique bowling center with 20 lanes

Location: Scott’s Addition section of Richmond, Va.

Co-owners: Rob Long and Ben Eubanks

Architecture/Design Services: Price Simpson Harvey, Richmond, Va.

Bowling Equipment Supplier: QubicaAMF (XLi EDGE Pinspotters, BES-X bowler entertainment system, SPL Select walnut lanes and Harmony ball returns)

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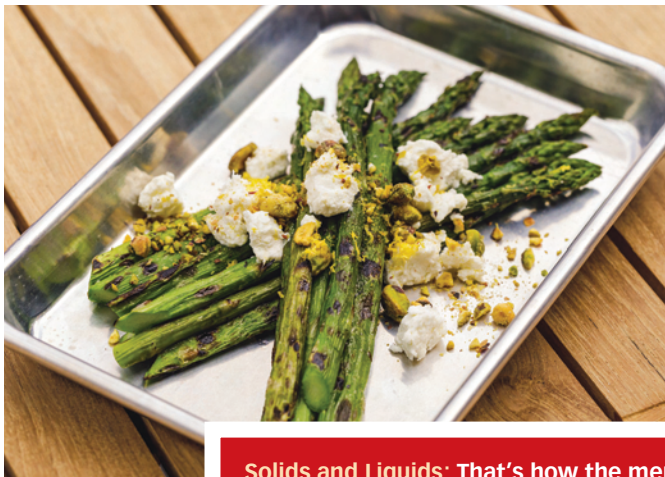
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age building, and some reclaimed wood accents from that building are included in the venue's 30-seat bar. A large open space can seat up to 375 people, and the center also includes shuffleboard and Skee-Ball games, a private-event room, a stage for live music, and a large outdoor patio with a fire pit.

Long said he had been a fan of bowling boutiques, and after seeing the available 22,000-sq.-ft. site in Scott's Addition, decided it was time to take the plunge.

"I didn't want to sit at a desk the rest of my life, and always wanted to do something food- and drink-related," he told *Richmond Magazine*. "Quitting my job and doing this was the scariest part; it was a leap of faith."

With a mix of entertainment, a menu meant for sharing and an array of drinks from which to choose, River City Roll has given Richmond-area residents a reason to visit, and a reason for Long to be optimistic.



Solids and Liquids: That's how the menu is segregated at River City Roll, as a creative food-and-beverage program encourages socializing and repeat visits.

