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Local Pizza Truck Rolling In Dough; New Restaurant Planned

A second truck could be coming soon, owner Matt Michel said.

Posted by [Lisa Finn](#) (Editor) , January 23, 2014 at 10:54 AM



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A popular North Fork pizza truck is Rolling in Dough, literally, after winning a hefty grant to expand their business.

Rolling in the Dough, a pizza truck that has made stops along the North Fork in spots including the New Suffolk boat races and other local events, recently won a \$250,000 [Chase Mission Main Street](#) grant.

The business was one of 12 chosen from across the nation, and one of only two chosen in New York State, that will share in the \$3 million grant.

According to the Chase [website](#), the business serves "wood-fired, brick-oven pizza in a fully restored vintage 1943 Harvester truck . . . Rolling in Dough provides flavor and fun on the go."

Owner Matt Michel said he heard about the grant from a good friend and was skeptical at first.

"Of course, every business owner would dream of having \$250,000 of cash flow but I guess I just couldn't imagine actually winning. I'm glad I listened to him in the end," he said.

Plans for the grant funding include opening a kitchen/restaurant on the East End.

"Right now, it's looking like Greenport," Michel said. The restaurant will serve as a prep kitchen for his truck and will most likely have 20 or so seats. Once we are settled in to this location, another truck will be next on the agenda."

Michel asked friends to vote for his business in the grant competition on the Rolling In Dough Facebook [page](#).

Learning that he was one of the 12 chosen was a moment Michel said he will never forget.

"When I found out I won, I started jumping around the house. It changes everything and makes it so much easier to expand and do it right," Michel said. "It's pretty cool to hold a \$250,000 check in your hand. I definitely recommend it."

Originally from West Haven, CT, Michel said he grew up next door to a pizza place.

"It was great," he said. "The New Haven area has its own style of pizza and in my opinion, it's the best. I never realized how good it was until I got the opportunity to try really bad pizza over the years. I'd go places and think, 'They need good pizza here.'"

The idea for Rolling in Dough was born after Michel saw "The Big Green Pizza Truck" in New Haven.

"They catered my sister's rehearsal dinner and the second I saw their operation, I knew that Long Island had to have one," he said.

Rolling in Dough is primarily a catering company, although the truck is, on occasion, set up at fairs, charity, or other events, where individual pies are sold.

Catering is what Michel sees as the most fun and relaxed; kids are sometimes asked to help make the pizza.

"We are able to socialize with guests and we've definitely met some really amazing people along the way. I wouldn't change it for the world," he said.

To contact Rolling in Dough for catering or other information, call 631-603-7378 or click [here](#).

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