

☐ Cheese venture keeps spreading

CONTINUED FROM FRONT
Sassy said. "It was my recipe, but we say she put her soulful touch into it and used a little bit more of this or a little less of that and made it better."

Brown and her significant other, George Easterling, still make the cheese at the Pawleys Island facility.

It was another friend who unintentionally came up with the name for the product when he misheard the pronunciation of the word "pimento."

He complimented Sassy on her "palmetto" cheese, and as soon as she heard the words together, she said she knew that's what it should be called.

Palmetto Cheese has developed quite a reputation and the Henrys said they are continually amazed by the feedback they get.

Brian and Sassy personally read all the comments and e-mails that come through the Palmetto Cheese Web site, palmettocheese.com, and many of them are enthusiastic endorsements.

"People are almost cultish over their pimento cheese," Sassy said. "We get e-mails every day from people who say they used to think their pimento cheese was the best, but they're not making it anymore because Palmetto Cheese is better. It's weird how people are so ad-



Photos by Tanya Ackerman/Coastal Observer

John F. Mack, above, vice president of operations at Duke Sandwich Productions, moves a load of Palmetto Cheese that just came off the assembly line, right, at the plant in Simpsonville.

amant about their likes and dislikes."

For those who say they don't like pimento cheese at all, Sassy tells them it's because they haven't had it made the right way.

"Everything in our's is real. There are no fillers and that makes all the difference," she said.

The Henrys hope to see orders for Palmetto Cheese continue to grow and they plan to have their product

line grow with it.

They currently have two kinds of pimento cheese: original and jalapeño.

"We're toying with a few more flavors," Sassy said. "One is with bacon and it's done well on test runs."

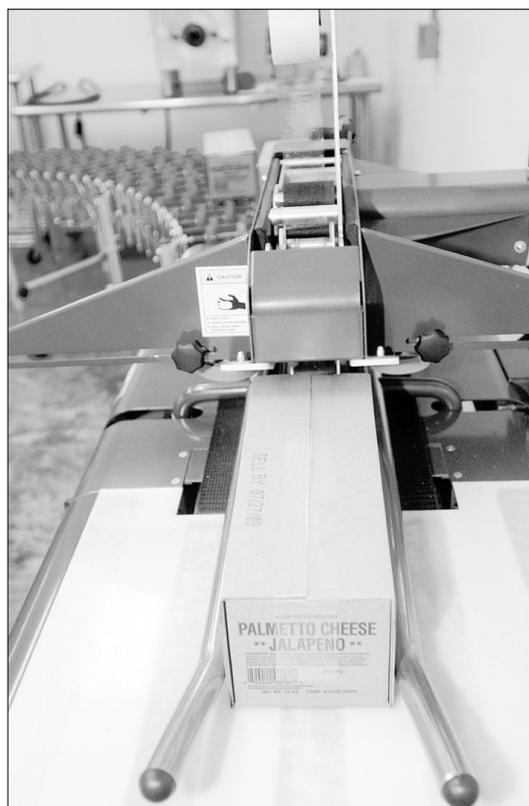
They're also looking at expanding distribution to the Northeast, something they get e-mails about all the time.

"We're looking at chains we could approach to get far-

ther above the Mason-Dixon line," Sassy said.

But they'll make sure quality doesn't suffer with expansion.

"What Brian and I are committed to is growing at a pace we can keep up with," she said. "Right now, we've kind of got our finger on everything and that gives it a homemade, small town feel that people really seem to like. We don't want to lose that."



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NOTICE OF PUBLIC HEARING
GEORGETOWN COUNTY WATER AND SEWER DISTRICT
FISCAL YEAR 2010 OPERATING AND CAPITAL
IMPROVEMENTS BUDGET AND PROPOSED SCHEDULE
OF RATES AND CHARGES

Notice is hereby given that a public hearing will be held before the Board of Directors of the Georgetown County Water and Sewer District at **6:00 PM on Thursday, June 11, 2009**. The hearing will be held at the offices of the Georgetown County Water and Sewer District, located at 4145 Highmarket Street, Georgetown South Carolina. The purpose of the public hearing will be to allow members of the public to express their views regarding the proposed Fiscal Year 2010 Operating and Capital Improvements Budget and proposed amendments to the District's schedule of rates and charges. The proposed FY 2010 Operating and Capital Improvements Budget and the proposed schedule of rates and charges are available for inspection at the offices of the Georgetown County Water and Sewer District.

As required by Section 6-1-80, Code of Laws of South Carolina, 1976, as amended, the public is advised of the following.

1. The budget of the Georgetown County Water and Sewer District for the current fiscal year calls for operating revenues of \$13,770,958, and expenditures of \$13,661,468.
2. The proposed budget of the Georgetown County Water and Sewer District for fiscal year 2010 calls for operating revenues of \$13,367,317, and expenditures of \$13,371,947.
3. The proposed Georgetown County Water and Sewer District fiscal year 2010 represents a 2.1% decrease from the operating budget for the current fiscal year.
4. The proposed schedule of rates and charges for fiscal year 2010 will be presented and is available for inspection at the offices of Georgetown County Water and Sewer District 4145 Highmarket Street, Georgetown, SC and at 456 Clearwater Drive, Pawleys Island, SC.

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