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## Pawleys Island company uses secret weapon to make southern classic a tasty hit



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**Pawleys Island company uses secret weapon to make...**  
PAWLEYS ISLAND - Small business takes off on popularity of locally-made pimiento cheese products.

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Published: May 3, 2010

Updated: May 3, 2010

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**PAWLEYS ISLAND** - George Easterling works up a sweat while mixing a blend of mayonnaise, shredded cheese, and other goodies on Monday morning. The result will be a very popular brand of pimiento cheese, made from a recipe first shared among friends at Atlanta Braves games, then served at a local bed and breakfast.

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Easterling says he can handle the workload, though, because he is a former boxer who still has some lightning-quick moves to show off.

"You've got ten pounds of cheese going, you've got to have strong arms to turn it," Easterling said.



George Easterling, left, helps package individual tubs of Palmetto Cheese brand pimiento cheese at the company's small kitchen in Pawleys Island on Monday.

And Palmetto Cheese has to have lots of hands to make the classic pimiento and jalapeno varieties of the southern delicacy. So many, now, that there is a huge plant in the Upstate that mass-produces the products for distribution across the southeast. The Simpsonville plant makes about 12,000 units every week, while Easterling and his small crew in Pawleys Island make about 200 units every week. "We're in about 800 grocery stores," said owner Brian Henry. "We're very proud, but it started right here in Pawleys Island, and we're very thankful for the community to get it off the ground."

Henry, who along his wife, also owns the Sea View Inn on the beachfront, said his wife came up with the recipe to take to Braves games, and when guests at the Sea View got a taste of the cheese, they wanted more.

"When the tourists began to purchase it, and carry it back (home), that's what really gave it the impetus to take off," Henry said.

For more information about Palmetto Cheese, check out the Sea View Inn's website [here](#) or check out Palmetto Cheese [here](#).