Business: Get Carried Away

Serial entrepreneurs are at it again.

Brian and Sassy Henry have a takeout business to go with their inn and choose ventures. They give customers a cooler and package it up with enough for individual purchase.

There's a cooler, too, for a variety of dips and spreads, including Palmetto Cheese, a pimento cheese spread to have customers trying. A Palmetto Cheese and Crab dip is a new product customers can look forward to.

Get Carried Away will offer a range of local product to the market, the Henrys said. Good service with Palmetto Cheese, the Henrys are frequently approached by the Henrys about making and having ideas and want advice for putting them on the market. With Get Carried Away, they've found a way to help.

“We can counsel them and give them a cooler to put in and sample it out to see if they've got a winner,” Brian said. “It can be a springboard and give everybody around here a reason to come in and try out some new stuff.”

Prices vary from a low of $1.50 for a mini pie to $14 for crab divinity (which feeds six people). Dips and spreads are in the $5 range and sandwiches and salad plates are also on the menu.

“We felt like we should keep the prize reasonable,” Brian said. “It’s not a game where you win a bigger prize. It is just a good quality food that is different. Where else do you get chicken leg and grits Lowcountry South Carolina?”

For information, call 344-3639 or visit getcarriedaway.com.

BY JACKIE R. BROACH

It was six years ago that Brian and Sassy Henry, owners of Lowcountry Inn and View Inn, started discussing the menu offerings for the takeout business they wanted to open.

The place would feature the inn from the kitchen — like, chicken, hog, seasoned pig, crab divinity and corn. Lowcountry food.

It was something they were certain there would be a market for. Now, they’re putting it to the test.

Intellistrand, which owns myrtlebeach.com and charleston.com, provided the referral to the county’s website in the last few months. The county’s ad agency for 12 months. The site had 85,000 visits. In fact, that area has been a high traffic section for quite some time.

Although Intellistrand has been a partner in the county’s tourism marketing, the county’s revenue from the site is negligible. The e-mail solicitation of county make through the firm’s email list is spending much of that on marketing.

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The county was offered a sponsorship of a South Strand page, but the tourism commission declined.

“We wouldn’t have to include Surfside in that,” said Helen Benso, who chairs the commission. “We don’t want to diverted.”

The commission pays $81,500 a month to Intellistrand to oversee the site. Intellistrand provides some ad on the company’s website, Benso added, and it is spending much of that on promotion.

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