



Palmetto Cheese

"The Pimento Cheese with Soul!"

www.pimentocheese.com

Made in South Carolina



Who are we?

The perfect pimento cheese was born in the low country of South Carolina and originated with Sassy and Brian Henry. Sassy would whip up batches of her delightful, southern style pimento cheese while living in Atlanta and tailgating at Braves games. Sassy and Brian, along with their two children moved to Pawleys Island, SC in 2002 where they took over the historic Sea View Inn. It is there that Palmetto Cheese was featured as an appetizer each week during the summer lowcountry shrimp boils. Needless to say, it was a guest favorite. This was the birth place of Palmetto Cheese.



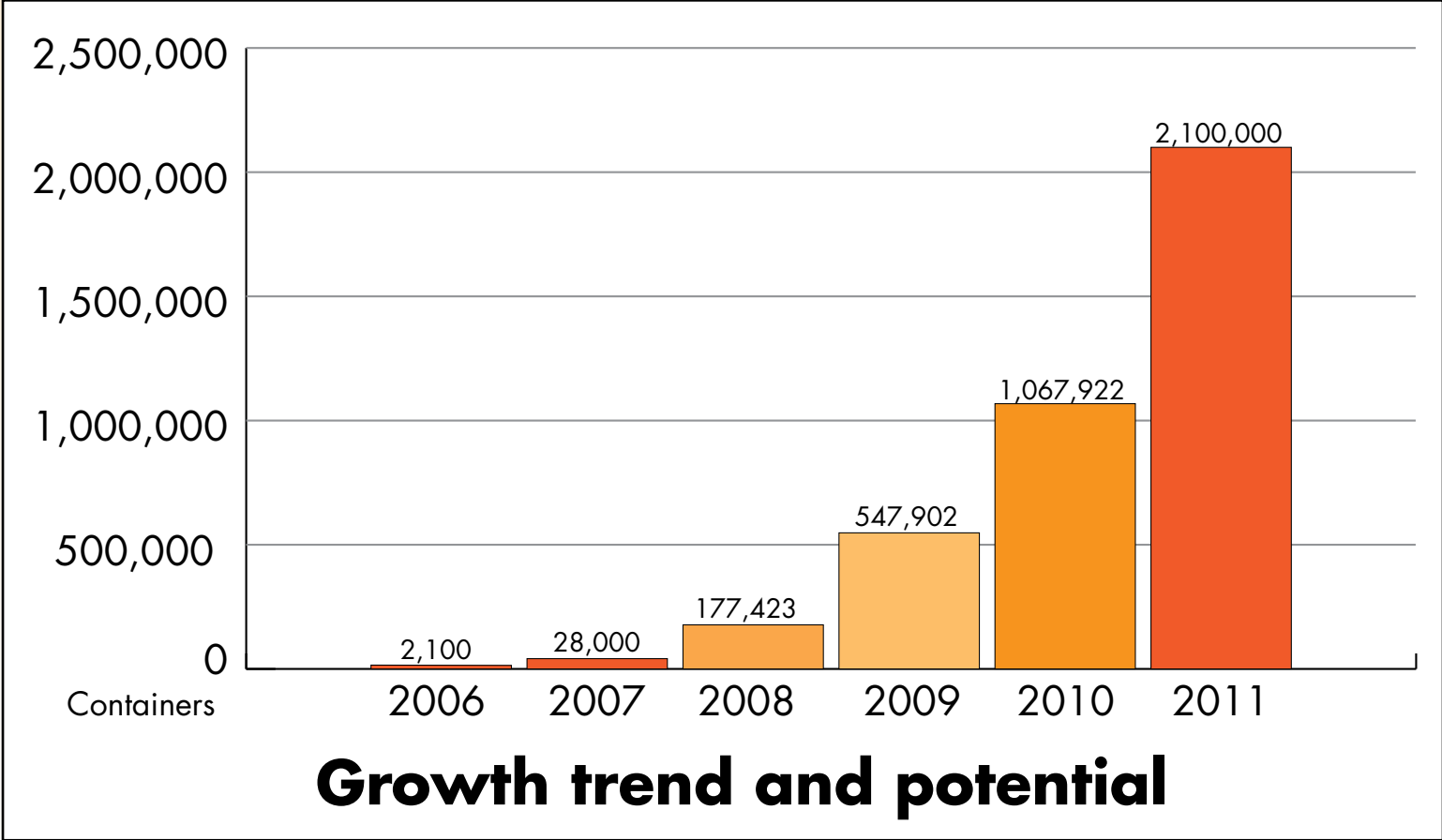
Palmetto Cheese was initially introduced in local outlets in Pawleys Island and Georgetown, SC. It quickly took the state of South Carolina by storm! Now, Palmetto Cheese® is available at over 2,700 grocery stores throughout the eastern United States.

Palmetto Cheese® is great to serve anytime of the year, especially while entertaining. Give it a try, and you too will agree, this is the best pimento cheese on grocery shelves today!



What makes us different?

- Brand has "homemade" appeal
 - Authentic taste, texture, and quality
 - Unique packaging
 - South Carolina brand
- Small town success story
 - Community support
 - Local philanthropy
- Brand Awareness and Growth
 - Fastest growing pimento cheese in the US
 - Social media reach - Over 22,000 Facebook fans



Statistical data as of November 22, 2012

In the Press



- Charlotte Observer (twice awarded "Best Pimento Cheese")
- Voted a "Top 50 Southern Brand" by Garden and Gun magazine
- Chosen as one of Southern Living Magazine's favorite southern-made cheese

Small business uses social media to grow USA TODAY® and USAToday.com



Where can you find us?

Palmetto Cheese
"The Pimento Cheese with Soul!"

Locations as of April 2012
Spreading the soul and coming to a store near you!

Palmetto Cheese is located in over 2,700 locations in twenty four states, Washington D.C., and Puerto Rico. The newest additions to our distribution network include:

- Albertsons
- Giant Foods
- Martins
- Stop & Shop
- Kroger
- Walmart



Current stores in the distribution network

