



COASTAL CULINARY DELIGHTS

Sixty Miles of Coastline with an Endless Array of Eclectic Cuisine in the Myrtle Beach Area

Travelers world-over journey near and far to discover the unfamiliar and the types of tastes that distinguish forever-lasting vacation memories. Visitors to the Myrtle Beach area are in for a treat that pleases each and every palate with the area's various styles of strikingly delicious cooking. The area is historically known for its fresh local seafood, rice, grits, sweet potatoes, peaches, berries and a fresh produce season that starts in early spring – making Myrtle Beach a paradise for every “foodie” to indulge.

At the northern end of the Grand Strand, North Carolina-style Calabash reigns supreme, with its traditional lightly-breaded, fried seafood meals. Calabash buffets – the most famous being the Original Benjamin's Calabash Seafood – line Highway 17 for miles, offering guests hundreds of delicious options to choose from; everything from deviled crab to flounder and black bass. With wallet-friendly prices, Calabash has remained a steadfast cooking style since the Myrtle Beach area became a vacation resort in the mid-Twentieth century.

Venture further south and travelers will find themselves in the heart of Low Country, where chefs utilize local ingredients such as Carolina rice, stone-ground grits, shrimp, blue crab, grouper and country ham, in traditional recipes handed down from the Gullah community of the southeastern coastal states. Today, young professional chefs in the Myrtle Beach area are taking this culinary genre to a new level with innovative interpretations of those traditional dishes. These “Carolina Coastal” chefs are using locally sourced ingredients, sustainable meat, fish and seafood, as well as regionally grown produce to enhance the taste and quality of cuisine. One of the most interesting spots to experience this style of cooking is in the community of Murrells Inlet – the seafood capital of South Carolina - where a slew of restaurants sit along the picturesque Murrells Inlet Marshwalk, offering a range of flavors for every taste and wallet.

~Culinary Experiences on the Grand Strand~

Hyman Vineyards

Hyman Vineyards is a natural products company that manages all aspects of its vineyard, including: growing, formulating, producing and marketing its line of natural products. By doing this, Hyman Vineyards is helping set the stage for alternative crop growing throughout the state of South Carolina and the entire Southern region, where muscadines, and other related botanicals, are native to the soil. The heritage of Hyman Farms dates back to the late 1800s where members of the Hyman Family have been farming a variety of crops in the Pee Dee area of Eastern South Carolina for five generations. With a shift from traditional farming to the 21st Century farming, Hyman Vineyards was created and since has become the main focus. The Hyman Family planted a muscadine vineyard just outside Conway, South Carolina, where they grow naturally sweet muscadine grapes for both medicinal and consumption purposes. The muscadine grapes have been around the rich, fertile soils of the South Carolina Pee Dee Coastal Plain for thousands of years and will continue to be here for the benefit of future generations. For more information and visitor information, visit www.hymanvineyards.com.

Myrtle's Farmer Market in Downtown Myrtle Beach

Myrtle Beach has its very own fresh farmers market, open three days a week, Wednesday, Friday and Saturday from 9:00 a.m. to 3:00 p.m. Myrtle's Market offers an array of culinary favorites, fresh fruits and vegetables, plus seasonal items. The market is located on Mr. Joe White Avenue at Oak Street. For more information call (843) 457-5618.

Dive Right in to Cooking Classes

Many of Myrtle Beach's restaurants offer guests the chance to participate in cooking classes, learn the tricks of the trade and, of course, sample the finest cuisines! The Brentwood Restaurant and Wine Bar teaches the art of French cooking – from simmering sauces to creating tasty crepes. The Horry-Georgetown Technical College also offers ongoing culinary classes ranging from chocolate making to beer paring making it possible to find a class that will fit any palate. For more information visit the following websites or call restaurants directly for class schedules.

- The Brentwood - www.thebrentwoodrestaurant.com - (843) 249-2601
- Horry Georgetown Technical College - www.hgtc.edu/ce - (843) 477-2020 or (843) 349-5363
- Kitchen Capers Culinary Classes – www.kitchencaperscookingschool.com – (843) 449-4221

~Chef Profiles~



Chef Casey Blake – Drunken Jacks in Murrells Inlet

When Ervin Casey Blake II was 13, he wanted a restaurant job so much he lied about his age. Today, 18 years later, he has achieved executive chef status next door to his original place of employment. The son of Ervin Sr. and Phyllis Blake was raised in Pawleys Island, the youngest of three children. He remembers both of his parents cooking a lot – soul food like fried chicken, collard greens and macaroni and cheese. His first turn at the stove was at age 10, making scrambled eggs. Just three years later the young man got a job bussing tables and washing dishes at Capt. Dave's Dockside Restaurant, and a year after that he was promoted to breading fried foods. By age 15 he was on the line, grilling and sautéing. The future chef graduated from Georgetown High School in 1992 and attended classes in the culinary arts program at Horry-Georgetown Technical College in '93. Early that spring, he moved next door from Dave's Dockside to Drunken Jack's as a line cook. Just three years later he was executive chef, a job he still enjoys. Blake often cooks at home for his wife, Timoka, and their four children ages 14, 13, 8 and 6. Someday he'd like to have his own restaurant. For more information about Chef Blake or Drunken Jacks call 843.651.2044 or visit www.drunkenjacks.com.

Chef James Clark – Executive Chef of Waterscapes at The Marina Inn at Grande Dunes

After years of evolving, James Clark has found his way home. As Executive Chef at the Marina Inn at Grande Dunes, Chef James' passion for food is balanced by comfortable surroundings and a fantastic team. In 2007, Chef James arrived to his position just in time for Taste of the Town; where he worked to prepare hundreds of samples of Curry Shrimp and Coconut Rice – and earned the People Choice award for Best Entrée on only his second day on the job. Since then, Chef James has refined the menu at Waterscapes, a wonderfully comfortable and upscale waterfront restaurant, sought out by diners staying all over the Myrtle Beach area. Chef James' "less is more" low country cooking belief - using three or four quality ingredients and preparing them with a minimum of fuss - is elegantly apparent in his menus and include delectable specialties like She Crab soup, Blackened Tilapia with Carolina Red Rice and grilled green onion relish, Truffle Sweet Potato Bisque, and Herb and Garlic Rubbed Pork Loin with truffle butternut squash puree. For more information about Chef James or Waterscapes call (843) 913-1333 or visit www.marinainnatgrandedunes.com/dining.



Chef Eric Masson – Executive Chef and Owner of The Brentwood



Chef Masson, originally from Brittany, France, began his career in his hometown – receiving two culinary degrees from French schools. He went on to study in London, followed by working in several restaurants in Paris before attending and graduating with honors from the Ferrandi Culinary School in Paris, France, in 1993. He then served time in the French Army, acting as the Colonel's private chef and catering parties from 15 to 400 people. After his time in the army, Eric helped a financier to open a restaurant in Paris called Le Quincampe, where he served as the Chef/Manager for five years. In 1998, Eric and his wife Kim decided to head to Kim's hometown of Amsterdam, NY to open their first restaurant, Ferrandi's. Both Ferrandi's and Eric received multiple awards. Eric and Kim decided to close Ferrandi's in 2003, then went on to open their next restaurant, Bistro, in Brown's Beach in 2004. Next up for Chef Eric was serving as a consultant to 74 State Hotel in Albany, NY, where he developed the entire food and beverage operation and the fine dining restaurant, Marché. The Massons discovered The Brentwood Restaurant during a vacation to Myrtle Beach. They quickly fell in love with the house and took over the business in August of 2007. Chef Eric's approach is creative yet simple, with an emphasis on fresh, quality products and delicious dishes. For more information, call (843) 249-2601 or visit www.thebrentwoodrestaurant.com.

Chef Michael McKinnon – Executive Chef of the Cypress Room

Chef McKinnon, a native of Myrtle Beach, began working in restaurant kitchens at the age of twelve, helping out in his father's restaurant, the Kings 17. He landed his first Executive Chef position in 1988 with the Sea Island Inn, acquiring a lot of hands-on experience, and eventually earning a degree in Culinary Arts from Horry Georgetown Tech. He went on to win numerous awards at the Taste of the Tidelands before proceeding to work in some of Myrtle Beach's finest restaurants, like The Grande Dunes Ocean Club and the Carriage House Club. He is a very tenacious and energetic chef, whose style is French-inspired New American Cuisine with a devotion to using the best fresh ingredients, and implementing a simplistic, stylish technique with dynamic presentations. His goal at The Cypress Room is to provide memorable dining experiences through passionately created culinary dishes. For more information, call (800) 854-5426 or visit <http://www.islandvista.com/dining>.

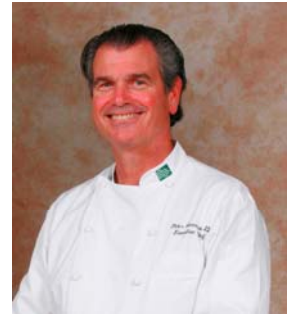


Chef Curry Martin – Executive Chef and Owner of Aspen Grille

Born and raised in the South, Curry Martin has always had an appreciation for good food served in a comfortable atmosphere. Martin entered the culinary arts program at Johnson and Wales University in 1994, and interned at The Cloister at Sea Island while in school. Following graduation in 1996, Martin launched his culinary career at Noble's Restaurants in the Triad area of North Carolina. At Noble's, Martin focused on keeping flavors of foods as natural as possible, using simple, yet the highest quality product available. In 1997, Martin moved west to work at the Domaine Chandon Winery restaurant and Beringer Winery's Hudson House in Napa Valley. Martin returned to Noble's as Sous Chef in 1998, and assisted in relocating the flagship Restaurant J. Basul Noble in High Point, NC. In 2000, Martin traveled to France where he apprenticed with Restaurant Pierre Orsi in Lyon and Restaurant Michel Rostang in Paris. Upon returning from France he joined Sonoma Bistro in Charlotte as Sous Chef, and then entered the wine business as an account manager for Prestige Wines. In June 2009, Martin purchased the Aspen Grille and moved with his family to Myrtle Beach. Martin has slowly adapted the menu to focus on the highest quality ingredients, prepared with care, and balanced flavors. His passion lies in creating the overall dining experience, where people can enjoy good food and good service in a comfortable and relaxed atmosphere. For more information call (843) 449-9191 or visit www.aspen-grille.com.

Chef Peter Gennaro III – Executive Chef of Café Amalfi at Hilton Myrtle Beach Resort at Kingston Shores

Executive Chef Peter Genarro III brings a wealth of talent and culinary expertise to the Hilton Myrtle Beach Resort at Kingston Shores where he oversees all aspects of food preparation and presentation. His restaurant industry career started at the University of Nevada-Las Vegas where Gennaro earned a Bachelor's Degree in Hotel and Restaurant Management. Since then his resume reads like the natural progression of a corporate chef, starting at the Las Vegas Hilton in 1980 as a sous-chef and saucier, moving on to Ritz Carlton properties and advancing to assistant executive chef positions at Fairbanks Ranch in Del Mar, Calif., La Costa Resort & Spa in Carlsbad, Calif., and the Hotel Del Coronado in Coronado, Calif. During his 25-year professional career in California, Chef Gennaro says he learned that simplicity is best, and that giving good chefs the ability to change menus as they see fit is the best method for creating a happy staff and delighted diners. For more information, call (843) 692-3145 or visit <http://www.kingstonplantation.com/dining/#amalfi>



For additional information on the Myrtle Beach Area, visit www.VisitMyrtleBeach.com or call 1.888.Myrtle1.

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