

COASTAL CULINARY DELIGHTS

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

Traveler's world-over journey near and far to discover the unfamiliar and the types of tastes that distinguish ever-lasting vacation memories. Visitors to the Myrtle Beach area are in for a treat that pleases each and every palate with 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 the Lowcountry, 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~

Marsh Walk

When people think of great seafood along the Grand Strand, the Murrells Inlet Marsh Walk often comes to mind. Visitors can enjoy a stroll along the area's magnificent waterway before settling in for a meal in what has been dubbed the “Seafood Capitol of South Carolina.” There are eight renowned eateries sure to give your taste buds a serious wake-up call: Bovine's, Wahoo's, Divine Fish House, Drunken Jack's, Capt. Dave's Dock Side, Creek Ratz, Dead Dog Saloon and Wicked Tuna. Enjoy everything these dining wonders have to offer, from burgers and fries to fresh seafood, wood-fired pizzas and delicious steaks.

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 into 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 Horry-Georgetown Technical College 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 website or call directly for class schedules.

- Horry Georgetown Technical College - www.hgtc.edu/ce - (843) 477-2020 or (843) 349-5363

~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 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 Tideland 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.





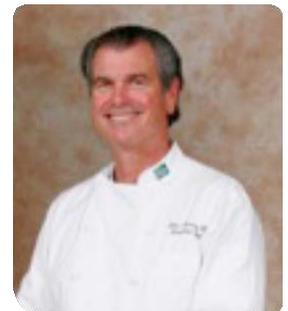
Chef Bradley Daniels – Executive Chef at Croissants Bistro and Bakery

Originally from Orlando, FL, Bradley's passion for cooking was sparked by the memories of watching his Grandmothers cook. Graduating from Carson-Newman College in Jefferson City, Tennessee in 1997 with a Leisure Services degree, he then returned home to attend Le Cordon Bleu in Orlando. While attending school he worked for celebrity chef Todd English at his eclectic seafood restaurant Bluezoo. Under the guidance of Executive Chef Edward Bilicki, Brad's culinary skills flourished. He left Bluezoo to expand his culinary knowledge at the exquisite Blackberry Farm in Walland, Tennessee. At the Relais and Chateaux property, he was introduced to "Foothills Cuisine" and the concept of drawing from indigenous ingredients and cuisines. Brad took Blackberry's farm to table mindset with him when he became Executive Chef at Local 11 Ten in Savannah, Ga. While in Savannah, Brad developed relationships with the local farmers and purveyors in order to ensure the freshest vegetables and seafood. He took that relationship building to Hale Springs Inn in Rogersville, TN when he built a modern American menu around the ingredients available from local growers. As Executive Chef at Croissants Bistro & Bakery, Bradley continues that concept of using local and fresh ingredients, drawing from the many farms and fisherman that South Carolina has to offer.

www.croissants.net

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

Executive Chef Peter Gennaro 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>





Chef Robbie Nicolaisen – Executive Chef of Waterscapes at Marina Inn at Grande Dunes

A native Carolinian, Robbie Nicolaisen's culinary career has incorporated his childhood spent on the farm. Raised in Asheboro, NC, Nicolaisen learned the importance of fresh farm-to-table foods while harvesting crops and learning to properly can and prep food from his mother and grandmother. Later, Nicolaisen graduated Magna Cum Laude from Charleston's Johnson and Wales University. His culinary career really took off with his first Executive Chef position with Hilton Hotels at the age of 24. For the last 22 years, Nicolaisen's resume includes stints at the Charleston Harbor Resort and Marina, the Sea Trail Golf Resort in Sunset Beach, NC and Bald Head Island, NC's Shoals Club. Since July 2012, Nicolaisen has served as Executive Chef of Waterscapes at Marina Inn at Grande Dunes. He said he's tried other professions in his life, but all roads ultimately ended up back at the stove. For more information, call (843) 913-2845 or visit www.marinainnatgrandedunes.com.

Chef Louis Petrozza – Executive Chef of 21 Main at North Beach Plantation

Brooklyn, NY native Louis Petrozza has been to "Hell" and back. Specifically, he found himself the first runner-up during the fourth season of FOX's reality cooking competition "Hell's Kitchen" that features hot-headed celebrity chef Gordon Ramsey. Before entertaining millions on national television, Petrozza – a graduate of the Culinary Institute of America in Hyde Park, NY - operated a restaurant and delis in NC's Outer Banks. Before his nationwide exposure, he ran his own catering business in Charlotte, NC. Today, Petrozza has worked to bring a unique eating experience to North Beach Plantation. He's the executive chef for 21 Main, a steakhouse that opened in 2011 and is modeled after the New York City-based eater. Petrozza has also used his fame to promote causes like the Make-A-Wish Foundation and juvenile diabetes research. For more information, call (843) 315-3000 or go to www.21mainatnorthbeach.com.





Chef Andrew Gardo – Executive Chef of The Sea Captain’s House

Andrew Gardo knows his seafood. After almost 14 years working at The Sea Captain’s House, he considers it his forte. Still, he likes keeping up with all food trends. A Pennsylvania native, Gardo has honed his culinary skills along the Grand Strand. He attended Horry Georgetown Technical College’s culinary arts program and did his two-year internship at The Sea Captain’s House. The local kitchen wizard likes to test his mastery against other acclaimed chefs. Gardo has taken part in cooking competitions like Coastal Uncorked and Taste of the Town. His career began while working in a Pennsylvania restaurant. Gardo fell in love with cooking and decided to make it his life’s work. He says he loves the fast-paced atmosphere and the satisfaction customers get after a great meal. Gardo added he doesn’t see his time at The Sea Captain’s House ending anytime soon. He calls it a great restaurant to work for. For more information, call (843) 448-8082 or go to www.seacaptains.com.

Chef Ernest Bledsoe – Executive Chef of The Bliss Restaurant and Lounge at Inlet Sports Lodge

Ernest Bledsoe’s menu is a touch above traditional English pub fair. The owner and executive chef of The Bliss Restaurant and Lounge serves prime rib dip instead of sausages more commonly referred to as bangars, while fish and chips is actually fish tacos. A native Floridian, Bledsoe came to the Grand Strand in 2007 to be the executive chef at Pawleys Plantation Golf and Country Club. He quickly established himself as a culinary force to be reckoned with, winning the People’s Choice Award at the 2007 Myrtle Beach American Culinary Federation Souper Supper. In January 2008, he was named Grand Champion out of 71 competitors at the Myrtle Beach ACF Southeastern Chefs Competition. It was Bledsoe’s father, a banquet chef, who got him his first restaurant job when he was just 15, making salads and sandwiches at a Florida sports bar. Now, he’s definitely running full steam ahead in the family business. For more information, call (843) 282-6737 or go to www.true-bliss.com.



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

Media Contact

Ann Marcum

Fahlgren Mortine

614.383.1634

Ann.Marcum@Fahlgren.com