

## LOCAL RESIDENT SHARES EASTERN NORTH CAROLINA BBQ TASTE

By Tamas Mondovics

By day, George Foley is an administrator for a hospital system in Tampa, but with what spare time can be found, Foley decided to share his love of barbeque coupled with his own special sauce.

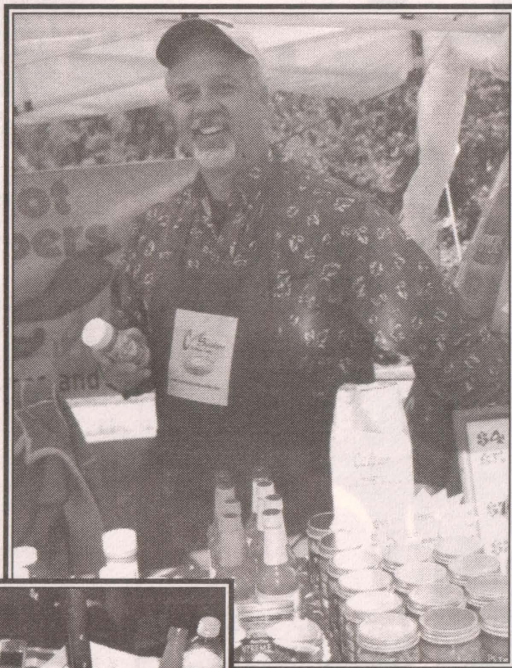
"My intention is to introduce eastern North Carolina style barbeque to one barbeque lover at a time," Foley said.

According to Foley, true lovers of barbeque like all styles and that there are many. But Foley, who was raised on the eastern North Carolina style of barbeque, explained that it tends to be "whole hog" and served with a vinegar-based sauce without tomato; tomato being a primary distinction between the eastern and the western or "Lexington" style.

His frequent visits to barbeque joints along with his experience

in hosting rather large eastern North Carolina style "Pig Pickins" at his ranch in Lithia, making the sauce for friends and years of family secrets have all culminated to the recent introduction of his brand, now called Carolina Sunshine BBQ, barbeque sauces.

Foley said that he is after the backyard barbequer and griller and the spe-



FISHHAWK RESIDENT GEORGE FOLEY SMILES AS HE PROUDLY SELLS HIS OWN SPECIALTY BAR-B-QUE SAUCE CALLED CAROLINA SUNSHINE BBQ DURING A RECENT CRAFT SHOW IN RIVERVIEW. FOLEY HOPES TO INTRODUCE EASTERN NORTH CAROLINA STYLE BARBEQUE TO ONE BARBEQUE LOVER AT A TIME.

cially meat market; at least for now as he has teamed up with Matt Barber of Hot Wauchula's in Lakeland, and now producing an original, relatively mild eastern North Carolina style sauce and a spicier version. Both the original and are somewhat sweet and spicy, but Foley points out that the hot is not a hot of hot sauce standards.

"The spice is kicked up a notch but in

North Carolina it is not so much about the heat but the flavor," Foley said. "I know some like the heat. The vinegar in the sauces goes a long way and brings out the flavor of the pork. It doesn't change it and it doesn't hide it," he said.

Early indications are that people really like the sauce, including Foley's wife, Sharon, an Arkansas girl with a long time love of the Memphis style, who is starting to develop an appreciation for the sauce.

The product labeling has been as big a hit as the sauce itself though each product label is distinct. The pig-on-the-label theme graces the entire line and Foley somewhat sheepishly confesses that he just "dreamed it up" ... apparently literally while he was sleeping.

After taking bed-side drawings to Kemp Designs in Lithia, the brand image for Carolina Sunshine was born, even before real consideration of the actual

production. The sauce can now be found in several stores, craft shows and weekend markets throughout the Tampa Bay area.

The most recent addition to the product line is the Carolina Sunshine "Rib n' Butt Rub" with a Junior Pig on the label, complete with tan lines, the name alone generates the wanted attention and questions which Foley admits is no accident.

"If someone sees my sign at a show and feels the need to ask me 'what's a butt rub?' then they won't likely be leaving without one. Pretty soon, they think they have to have it and usually leave with a twin pack of the sauces," Foley said, adding, "I am having a blast. This is more than just BBQ. It is therapy."

For more information, please visit [www.CarolinaSunshineBBQ.com](http://www.CarolinaSunshineBBQ.com) or call 610-8525.