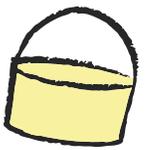


HOW SHE
Rolls™



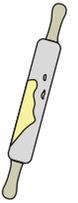
SEASON TWO

Promotion Kit





BRAND & STYLE GUIDE



Logo

There are two versions of the *How She Rolls* logo, a black version and a white reverse version to appear on darker backgrounds.

Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo (pictured, right).

Minimum Sizing

Logo should never print less than 0.5”.

Recreation

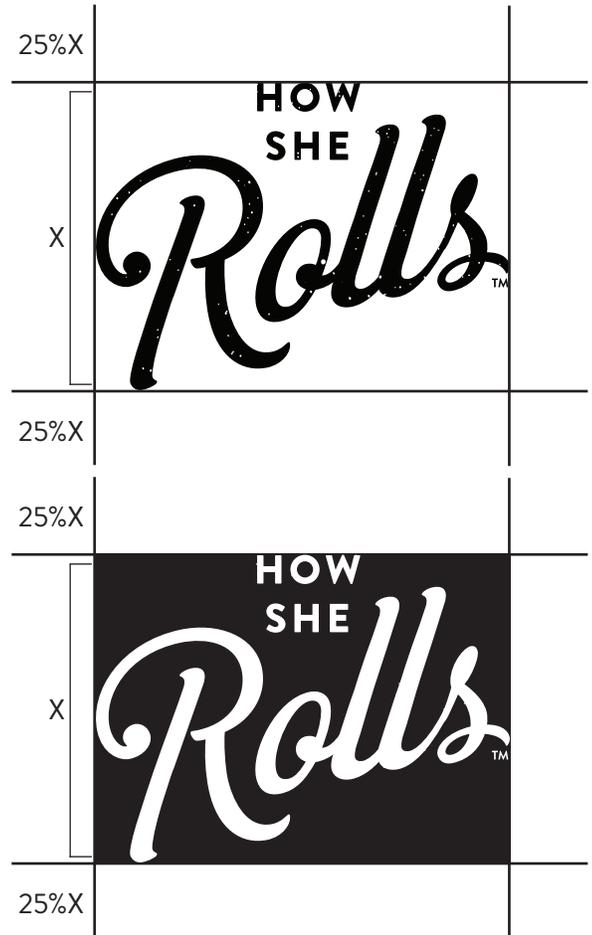
Do not recreate the logotype, as the font for the ‘Rolls’ portion of the logo is a custom design.

Reverse Logo

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

Distortion

Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.



Color	Print		Digital	
	CMYK		RGB	HEX
Yellow	C: 3 M: 1	Y: 47 K: 0	R: 250 G: 241 B: 157	#faf19d
Black	C: 75 M: 68	Y: 67 K: 90	R: 0 G: 0 B: 0	#000000
Pink	C: 1 M: 98	Y: 54 K: 0	R: 237 G: 28 B: 87	#ed1c57

Colors

The primary color palette for *How She Rolls* includes yellow and black. Yellow is the brand’s primary color and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Pink is the brand’s secondary color and should be used as an accent or in locations where yellow and black are not appropriate.

Typography

How She Rolls has one primary font type -- Brandon Grotesque. When using this font to promote *How She Rolls*, do not:

- Use justified paragraph text.
- Add effects, such as gradients, emboss or drop shadow.
- Recreate the logo; as the font for the 'Rolls' portion of the logo is a custom design.

Brandon Grotesque Thin
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Thin Italic
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Light
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Light Italic
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Regular
 abcdefghijklmnopqrstuvwxyz

Brandon Grotesque Regular Italic
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Medium
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Medium Italic
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Bold
 abcdefghijklmnopqrstuvwxyz
 Brandon Grotesque Bold Italic
 abcdefghijklmnopqrstuvwxyz

Imagery

These graphics serve as signature art and title treatment art for *How She Rolls* and should be used where appropriate.

Signature Art



Title Treatment Art



Season Imagery

Below are 10 production stills selected to reflect Season 2 of *How She Rolls*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at www.scetv.org/about/press-room or on the PBS Source.



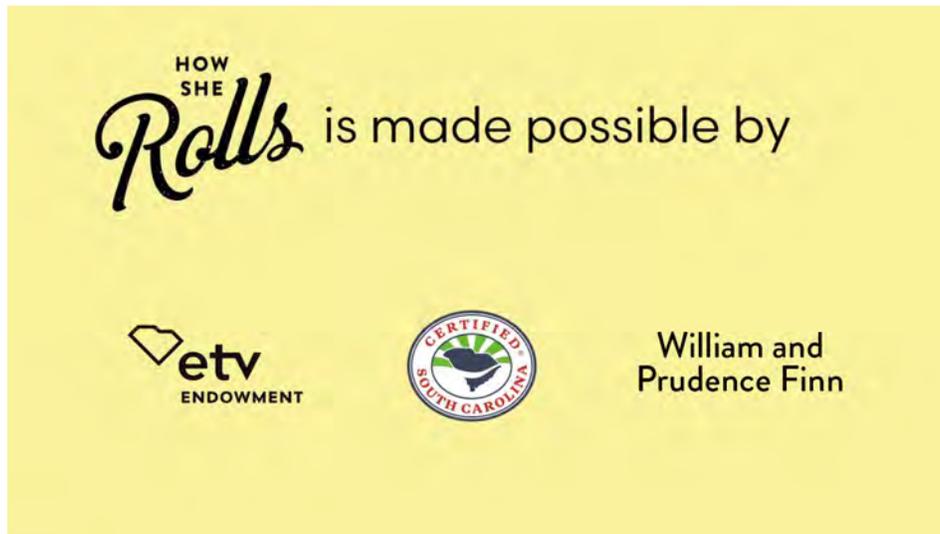
Please contact etvcom@scetv.org with any questions or concerns.



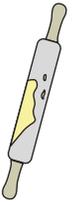
Funding Partners

Where appropriate, funding partners should be mentioned. Season 2 of How She Rolls includes three funding partners:

- ETV Endowment of South Carolina
- South Carolina Department of Agriculture
- William & Prudence Finn



Please contact etvcom@scetv.org with any questions or concerns.



Connect with Carrie

-  @carriebaileymorey
-  @callieshotlittlebiscuit
-  @carriebaileymorey
-  www.calliesbiscuits.com

Carrie Morey

Carrie Morey is an award-winning baker, entrepreneur and, most importantly, mother, wife and daughter who transformed a made-by-hand mail order biscuit company into a booming culinary business and became one of Charleston's top food stories.

Founded in 2005 as Callie's Charleston Biscuits, the initial goal for Carrie's business was to make her mother's tender, buttery, made-by-hand biscuits accessible across the country. More than 16 years later, Callie's goes by a new name, Callie's Hot Little Biscuit, and is widely recognized as an iconic Southern brand with national retail exposure and a devoted following.



Her handmade biscuits, pimento cheeses and other artisan goods have garnered 22 soft awards from the Specialty Foods Association, and her eateries landed on Fortune's 2019 100 Fastest-Growing Inner City Businesses list.

How She Rolls is a half-hour, lifestyle documentary and culinary series that follows the life of Carrie Morey, an award-winning baker, entrepreneur and — most importantly — mother, wife and daughter, who transformed her biscuit company into one of the South's top small business success stories. Each episode follows Carrie as she balances being a mom to three daughters with the pressures of being a business owner.

Today, Carrie operates an online biscuit business, a multi-product retail business, two grab-and-go eateries in Charleston, a catering business and a food truck named Butter. In addition to these culinary establishments, she's also an author. Her latest cookbook is *Hot Little Suppers: Simple Recipes to Feed Family and Friends*. In 2013, Carrie published *Callie's Biscuit and Southern Traditions*, a cookbook and narrative on entrepreneurship and life in the Lowcountry.

Carrie lives in Mount Pleasant, South Carolina, just across the bridge from Charleston, with her husband, John, three daughters, two dogs and occasionally a cat.



For interviews and bookings:
Libba Osborne, Add Lib
libba@consultadlib.com



Don Godish
Executive Producer



Don Godish has more than 40 years of content creation experience in public broadcasting, working for public media organizations in West Virginia, Kentucky and South Carolina. Currently, Don serves as director of National Content and Regional Operations at South Carolina ETV.

Throughout his career as a producer and director, key credits include PBS' "American Experience," "Adventures in Scale Modeling," "Sea Change,"

"Children in America's Schools" and a variety of documentaries filmed in the U.S., Europe and Canada.

As an executive producer, he has worked with the Southern film series "Reel South," "A Chef's Life" and "Somewhere South With Chef Vivian Howard." His work has garnered a national Emmy Award along with regional Emmys and numerous Telly Awards.



Eric Davis
Producer and Director



Eric Davis is a media producer and writer with extensive experience in public television programming.

Recent broadcast projects include season one of "How She Rolls," which won two Telly Awards, and the documentary project "Downing of a Flag," which was nominated for a Peabody Award. Other projects include "Handcrafted America," which is available on Amazon Prime, "Building Off the Grid" for Discovery Channel, and "Overdraft," a public broadcasting documentary.

Previously, he was the VP of Broadcasting and Content for WTVI where he oversaw local and documentary productions, earning seven regional Emmy awards.

He is based in Charlotte, N.C.



Scott Galloway
Executive Producer



Scott Galloway is the founder of Susie Films, a Charlotte-based film and television production company.

Galloway has written, directed and produced more than 800 films and television programs.

His films have received national theatrical releases and screened throughout the world. His television credits include: ABC, ACC Network, A&E, Amazon, Apple TV, Cooking

Channel, Court TV, Discovery Channel, Discovery +, DIY, ESPN, Food Network, GAC, HGTV, History Channel, INSP, Lifetime, Netflix, OWN, Ovation, PBS and Travel Channel.



Please contact etvcom@scetv.org with any questions or concerns.



Long Description

How She Rolls is a half-hour, lifestyle documentary and culinary series that follows the life of Carrie Morey, an award-winning baker, entrepreneur and — most importantly — mother, wife and daughter, who transformed her biscuit company into one of the South's top small business success stories. Each episode follows Carrie as she balances being a mom to three daughters with the pressures of being a business owner.



Medium Description

How She Rolls follows the life of Carrie Morey, an award-winning baker, entrepreneur and — most importantly — mother, wife and daughter, who transformed her biscuit company into one of the South's top small business success stories.



Short Description

How She Rolls follows the life of Charleston, S.C. biscuit entrepreneur Carrie Morey.



Long Description

For Carrie Morey, Charleston, S.C. biscuit entrepreneur and mother to three teenage daughters, the growing success of her business leads to more challenges. New players, rising costs, store closures and health issues create challenges, but also help refocus her personally and professionally. The importance of family, food and resiliency are themes that run throughout the inspiring ten-episode culinary docuseries.



Medium Description

For Carrie Morey, biscuit entrepreneur and mother, the growing success of her business leads to more challenges. New players, rising costs, store closures and health issues create challenges, but also help refocus her personally and professionally.



Short Description

For Carrie Morey, the growing success of her biscuit business leads to more challenges.



Episode 201: Still Rolling

Long description

The biscuit business is booming, but nothing is easy at Callie's Hot Little Biscuit. Carrie struggles to find and keep employees at her eateries. Meanwhile, the main bakery is stretched to the limit trying to keep up with online and retail demand. Carrie searches North Charleston for the perfect new bakery space, but when her youngest daughter is diagnosed with epilepsy, business problems take a back seat.

Medium description

The biscuit business is booming, but nothing is easy. With the main bakery stretched to the limit, Carrie searches for the perfect new bakery space. When her youngest daughter is diagnosed with epilepsy, business problems take a back seat.

Short description

The biscuit business is booming, but nothing is easy at Callie's Hot Little Biscuit.



Episode 202: Speaking of Biscuits

Long description

Carrie is on the road to the upstate of South Carolina for her first speaking tour. She needs a lot of practice before she gets on stage and she and Tarah learn a few hard lessons. Carrie and Amy visit Caroline's Cakes in Spartanburg to get ideas for a new bakery and learn to decorate with caramel icing. In Greenville, they make a few food finds at a local grocer that Carrie takes home for supper.

Medium description

Carrie is on the road to the upstate of South Carolina for her first speaking tour. Carrie and Amy visit Caroline's Cakes in Spartanburg to get ideas for a new bakery. In Greenville, they make a few food finds at a local grocer.

Short description

Carrie is on the road for her first speaking tour and ideas for a new bakery.



Episode 203: Life Aquatic

Long description

Water is the essence of Charleston and Carrie grew up with "saltwater in her hair." She and her dad head to the coastal islands to harvest oysters by hand, which leads to a backyard

oyster roast on Shem Creek. She takes her staff to the bay to learn how to crab with Tia, a local expert. The day is completed when Carrie demonstrates an original recipe for a delicious fish sandwich dinner.

Medium description

Carrie and her dad harvest oysters, which leads to a backyard oyster roast on Shem Creek. She takes her staff to the bay to learn how to crab with a local expert. Carrie demonstrates an original recipe for a delicious fish sandwich dinner.

Short description

Carrie shows some of authentic Charleston's best seafood secrets



Episode 204: Biscuits in Bama

Long description

Carrie heads to Birmingham, another Southern city with a strong food culture. She swaps biscuit recipes with Becky Satterfield and cake recipes with Brian Hart Hoffman. She visits with her first business mentor for new advice, gets a Civil Rights history tour, and makes pimento cheese with local food entrepreneur Ashley Mac. They visit the University of Alabama to see if it's the right college for

Caroline.

Medium description

Carrie heads to Birmingham to swap biscuit and cake recipes. She visits with her first business mentor, gets a Civil Rights history tour, and makes pimento cheese. They visit the University of Alabama to see if it's the right college for Caroline.

Short description

Carrie heads to Birmingham to swap recipes and prepare for big milestones.



Episode 205: Flour & Butter

Long description

Flour is getting harder to get, so Carrie and Amy head to Ohio. They visit a mill in Fostoria to see how raw wheat is milled into the flour they use in biscuits. In Toledo, they make Hot Little Biscuits for all the plant employees who prepare and package their flour. Amy introduces Carrie to the sport of curling. Back in Charleston, Ashley and Annalyel make two very different cakes for a staff baby shower.

Medium description

Carrie and Amy head to Ohio to see how raw wheat is milled into the flour they use in biscuits. Amy introduces Carrie to the sport of curling. Back in Charleston, Ashley and Annalyel make two very different cakes for a staff baby shower.

Short description

Carrie heads to Ohio to see where flour is made, while also trying her hand at a new sport.



Episode 206: The Feast

Long description

Carrie and Krysten create a Persian feast for International Women's Day. The meal blends locally farmed food, including rice and beans, with fresh herbs from Carrie's new garden. The result is a delicious Southern/Middle Eastern fusion. Tarah and the marketing team reveal the secrets of Carrie's social media success. Carrie bravely buckles in the passenger seat as middle daughter Cate learns how to drive.

Medium description

Carrie and Krysten create a Persian feast for International Women's Day. Tarah and the marketing team reveal the secrets of Carrie's social media success. Carrie buckles in the passenger seat as middle daughter Cate learns how to drive.

Short description

Carrie gathers fresh ingredients for a feast and buckles up with a new face in the driver's seat.



Episode 207: Take a Bite Out of Charleston

Long description

Carrie is the perfect foodie to lead an insider's guide to a food-lover's city! She takes a nostalgic tour of her favorite Charleston eateries. She learns how to make her favorite espresso, takes John for breakfast by the harbor, creates a killer chicken sandwich in an historic inn, shows off one of the best seafood houses in America on King Street, and has drinks with friends at her brother's wine bar.

Medium description

Carrie takes a nostalgic tour of her favorite Charleston eateries. She learns how to make her favorite espresso, has breakfast by the harbor, creates a killer chicken sandwich, shows off one of the best seafood houses, and has drinks with friends.

Short description

Carrie shows her favorite Charleston meals, from breakfast to dessert.



Episode 208: Boxed In

Long description

A big box store places a huge order, and the team must redesign packaging. They also have to find a co-packer to help make the new biscuit crackers. Artist Dorothy Shain creates a custom box inspired by Andy Warhol. The team visits McLeod Farms in McBee to create a peach biscuit. Carrie hosts a dinner at Oak Hill Café in Greenville where Chef David Porras turns up the style on Carrie's french onion soup recipe.

Medium description

A big box store places a huge order, and the team must redesign packaging. They also have to find a co-packer to help make the new biscuit crackers. The team visits McLeod Farms in McBee and Carrie hosts a dinner in Greenville.

Short description

Carrie meets artists, co-packers, and farmers who help put a new twist on the Hot Little Biscuit.



Episode 209: Beginnings & Endings

Long description

Even with strong sales, competitors are undercutting the grocery business. The team hosts its first-ever taste test to discover what they are doing right and what they are doing wrong. Carrie finally finds the perfect new bakery space, but will she choose to move her operation? Former employee Bea opens a new café on Kiawah Island, and daughter Caroline has finally found her college home.

Medium description

Even with strong sales, competitors are undercutting the grocery business. Carrie finally finds the perfect new bakery space, but will she choose to move? A former employee opens a new café, and daughter Caroline has finally found her college home.

Short description

Carrie finally decides on a new bakery, and her oldest daughter makes a choice for her future.



Episode 210: A Very Carrie Christmas

Long description

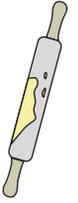
Carrie and her mom are in the kitchen creating the original ham biscuits for a special holiday party for college-bound Caroline. The holidays bring a new craze to the retail stores and home life. A car is towed, a cavity discovered, and husband John miraculously makes his special eggnog while watching his alma mater play in a bowl game. Carrie and her family share the charm of the holidays in Mount Pleasant.

Medium description

Carrie and her mom are in the kitchen creating the original ham biscuits for a special holiday party. The holidays bring a new craze to the retail stores and home life. A car is towed, a cavity discovered, and husband John makes his special eggnog.

Short description

Carrie gets in the holiday spirit while balancing a crazy home life and a demand she's never seen before.



Below are 10 production stills selected to reflect Season 2 of *How She Rolls*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at www.sctv.org/about/press-room or on the PBS Source.





Episode 201: Still Rolling

IMAGE 1



Caption

Carrie Morey multitasking as always while filling in for an employee who didn't show up for work at the Market Street store in Charleston.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie tours a potential new bakery site with her realtor David Seay in North Charleston.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie and her daughter Sarah at the hospital for more tests.

Credit

Susie Films, South Carolina ETV

IMAGE 4



Caption

Any day testing savory biscuit recipes is a delicious day.

Credit

Susie Films, South Carolina ETV

Episode 202: Speaking of Biscuits

IMAGE 1



Caption

Carrie and Amy are excited to see the giant new freezer at Caroline's Cakes in Spartanburg.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie makes her first keynote speech at the Women in Business Forum in Greenville.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie makes tomato gratin with fresh tomatoes from the Upstate.

Credit

Susie Films, South Carolina ETV

Episode 203: Life Aquatic

IMAGE 1



Caption

Carrie and her dog Biscuit cruising the Charleston Harbor.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie and her dad Donald taste freshly harvested oysters south of Wadmalaw Island.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie uses local ingredients to make her own fried fish sandwich recipe.

Credit

Susie Films, South Carolina ETV

IMAGE 4



Caption

Carrie on the water near Mount Pleasant, a place she's explored her entire life.

Credit

Susie Films, South Carolina ETV

Episode 204: Biscuits in Bama

IMAGE 1



Caption
Carrie and Caroline visit the University of Alabama.

Credit
Susie Films, South Carolina ETV

IMAGE 2



Caption
Carrie tours the 16th Street Baptist Church in Birmingham with guide Charles Woods, III.

Credit
Susie Films, South Carolina ETV

IMAGE 3



Caption
Carrie making biscuits with Birmingham's Becky Satterfield.

Credit
Susie Films, South Carolina ETV

IMAGE 4



Caption
Carrie making cake in Birmingham with Ashley McMakin of Ashley Mac's and Brian Hart Hoffman.

Credit
Susie Films, South Carolina ETV

Episode 205: Flour & Butter

IMAGE 1



Caption

Carrie and Amy tour a flour processing plant in Fostoria, Ohio.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie and Amy in the snow as they arrive at wheat processing plant in Fostoria, Ohio.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie and Amy try curling in Bowling Green, Ohio.

Credit

Susie Films, South Carolina ETV

IMAGE 4



Caption

Carrie and Amy try curling in Bowling Green, Ohio.

Credit

Susie Films, South Carolina ETV

IMAGE 5



Caption

Carrie and Amy visit a wheat processing plant in Fostoria, Ohio.

Credit

Susie Films, South Carolina ETV

IMAGE 6



Caption

Carrie and Amy wear hard hats at a flour plant in Toledo, Ohio.

Credit

Susie Films, South Carolina ETV

IMAGE 7



Caption

Carrie photographs Amy on a manlift in Fostoria, Ohio.

Credit

Susie Films, South Carolina ETV

Episode 206: The Feast

IMAGE 1



Caption

Carrie installs a new garden and plants 'ingredients' for her next big meals.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie and Krysten finishing the tomatoes for the feast.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie and Krysten grill tomatoes on skewers to prepare for the feast.

Credit

Susie Films, South Carolina ETV

IMAGE 4



Caption

Carrie and Tarah discuss how to best show the feast preparation on social media.

Credit

Susie Films, South Carolina ETV

IMAGE 5



Caption

Carrie hosts a Persian feast for International Women's Day on her front porch.

Credit

Susie Films, South Carolina ETV

Episode 207: Take a Bite Out of Charleston

IMAGE 1



Caption

Carrie learns to make cappuccino with Edward Crouse of Babas in Charleston.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie preparing oysters at The Ordinary with Chef Mike Lata in Charleston.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie making a special chicken sandwich with Executive Chef Nathan Hood at Post House in Mount Pleasant.

Credit

Susie Films, South Carolina ETV

Episode 208: Boxed In

IMAGE 1



Caption

Carrie and Amy are always laughing when they are on the road for an adventure.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie admiring the work of Greenville artist Dorothy Shain, who will design new biscuit packaging.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie visits the McLeod Farms store and holds a fresh peach.

Credit

Susie Films, South Carolina ETV

IMAGE 4



Caption

Carrie picks peaches with Rachel McCormick at McLeod Farms.

Credit

Susie Films, South Carolina ETV

IMAGE 5



Caption

Carrie admires the peach orchard at McLeod Farms.

Credit

Susie Films, South Carolina ETV

IMAGE 6



Caption

Carrie makes peaches and cream with Gaie McLeod and Rachel McCormick.

Credit

Susie Films, South Carolina ETV

IMAGE 7



Caption

Carrie learns about peach processing from Rachel McCormick at McLeod Farms.

Credit

Susie Films, South Carolina ETV

IMAGE 8



Caption

Carrie learns about peach processing from Rachel McCormick at McLeod Farms.

Credit

Susie Films, South Carolina ETV

Episode 209: Beginnings & Endings

IMAGE 1



Caption

Carrie tests the food for her former employee Bea's new cafe on Kiawah Island.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie and Amy are impressed and proud when they tour Bea's new cafe on Kiawah Island.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie may have found the perfect new bakery space in an old K-Mart in North Charleston.

Credit

Susie Films, South Carolina ETV

Episode 210: A Very Carrie Christmas

IMAGE 1



Caption

Carrie and her mom Callie make the original ham biscuit in Carrie's kitchen.

Credit

Susie Films, South Carolina ETV

IMAGE 2



Caption

Carrie and her daughter Cate make cookies for the Christmas party.

Credit

Susie Films, South Carolina ETV

IMAGE 3



Caption

Carrie's husband John makes the best eggnog while keeping track of his favorite team's bowl game.

Credit

Susie Films, South Carolina ETV



Season 2

IMAGE 1



Credit
Susie Films, South Carolina ETV

IMAGE 2



Credit
Susie Films, South Carolina ETV

IMAGE 3



Credit
Susie Films, South Carolina ETV

IMAGE 4



Credit
Susie Films, South Carolina ETV

IMAGE 5



Credit
Susie Films, South Carolina ETV

IMAGE 6



Credit
Susie Films, South Carolina ETV

IMAGE 7



Credit
Susie Films, South Carolina ETV



HOW
SHE

Rolls™