



**Press
Release**

For immediate release:

**South Carolina ETV lifestyle, culinary series 'How She Rolls'
follows Charleston, S.C. entrepreneur Carrie Morey**
10-episode series coming to public television in May

COLUMBIA, S.C. – **How She Rolls**, a half-hour lifestyle documentary and culinary series that follows the life of Charleston, S.C. entrepreneur Carrie Morey, is coming to public television this May. Featuring 10 episodes, the inaugural season of **How She Rolls** focuses on Morey as she balances being a wife and a mom to three daughters with the pressures of being a business owner in what has been such an unpredictable year.

A South Carolina Lowcountry native, Carrie Morey launched Callie's Hot Little Biscuit more than 15 years ago. Inspired by her mother's family biscuit recipe, the business has transformed from a made-by-hand mail order biscuit company into a booming operation, employing more than 80 workers across three states. Viewers will follow Morey in her kitchen, on road trips, at food festivals and at family events and gatherings, such as her daughter's volleyball games and holiday dinners. A true family affair, the series features regular appearances by Carrie's husband, John; her daughters, Caroline, Cate and Sarah; her father, Donald; and her mother, Callie.

The series also features appearances from other culinary greats, such as renowned Charleston barbecue pitmaster Rodney Scott, former PBS culinary television host Nathalie Dupree and the owner of Atlanta's popular Twisted Soul Restaurant chef Deborah VanTrece.

A co-production between South Carolina ETV (SCETV) and Susie Films, the new series was filmed in large part throughout the COVID-19 pandemic. Viewers will witness an honest look at the difficult decision-making process Morey was thrust into as much of the food service industry scaled down operations to adhere to social distancing requirements and other health and safety guidelines. From implementing staff furloughs to mitigating the cost of spoiling perishables, the pandemic provides an opportunity to explore important themes such as innovation, resiliency and providing leadership through uncertainty.

Throughout the ten-episode season, several other relatable themes are explored, including balance, diversity, tradition, the use of fear as a motivator and the importance of family and friendships. Please see below for an episode listing:

- **Episode 101:** Carrie Morey runs a growing business from her kitchen, her car, food festivals, her daughter's volleyball games and anywhere else she finds herself.
- **Episode 102:** Carrie prepares to open a new store in Charlotte, North Carolina, and still makes it home for her daughter's birthday. Soon after the opening, the coronavirus pandemic hits.
- **Episode 103:** The coronavirus overtakes America. Over the next months, Carrie will shed staff, run out of flour but also discover a new path to success.
- **Episode 104:** A staff pie contest takes place, and Carrie takes employees to a dairy farm to see how one of their essential ingredients, buttermilk, is made.
- **Episode 105:** Carrie makes shrimp and grits with her dad as part of a giant feast they are cooking up with Callie, Carrie's culinary inspiration and mom. Then, Carrie enjoys a girls' night with lifelong friends.
- **Episode 106:** Carries creates recipes for her next cookbook, meets with a renowned local barbecue pitmaster and mentors a woman just entering the online bakery business.

- **Episode 107:** Carrie takes an RV road trip with chef Nathalie Dupree to Atlanta to explore biscuit making. The trip provides an opportunity to reflect on the cultural importance of biscuits.
- **Episode 108:** The Morey family puts together an annual outdoor feast on the barrier islands, Carrie has some fun in the kitchen with a few guests and a family recipe gets passed down.
- **Episode 109:** Carrie hires a long-time friend to help the company sell more biscuits in grocery chains, and she lands their largest deal ever – 1,200 stores!
- **Episode 110:** As Carrie seeks to rebalance her work and her life, some big decisions loom about the future of the company and its respective stores.

As a PBS-distributed series, **How She Rolls** will also be available for streaming on the PBS app and on PBS.org. Viewers who wish to engage with the show online can do so at www.howsheerolls.com or on social media by searching the @HowSheRollsTV handle on Facebook, Instagram and Twitter. Viewers that want more information on Callie's Hot Little Biscuit can visit www.calliesbiscuits.com.

Members of the press that wish to screen a few episodes of **How She Rolls** should contact Jeremy Cauthen at jcauthen@scetv.org. These episodes will be available for screening through May 12. To view a two-minute trailer promoting the inaugural season of How She Rolls, [click here](#).

For more information on SCETV, visit www.scetv.org; and for more on Susie Films, visit www.susiefilms.com.

QUOTES:

"I was raised on public radio and television programming, so it is truly an honor to have SCETV as the presenting station of 'How She Rolls.' It is my hope that 'How She Rolls' will inspire families to gather around the supper table together more often, help small business owners know that they are not alone in the ups and downs of entrepreneurship, and that it will bring recognition to some of the truly amazing farmers and purveyors across our beautiful state." **–Callie's Hot Little Biscuit Owner Carrie Morey**

"Producing local programming that depicts the unique culture and charm of our state is a top priority for SCETV. When we're able to take it a step further and share that charm with a national audience – as is the case with this series – it's extremely rewarding. I offer my congratulations to our team, Susie Films and, of course, Carrie and her team on this great win for all involved." **–SCETV President and CEO Anthony Padgett**

"This series is about more than biscuits and balancing family with career. It provides hope and inspiration for anyone struggling with growing pains and the challenges that come with change. It's been a privilege to be a part of this inaugural season, and we hope we're able bring Carrie and her biscuits to public media audiences for years to come." **–SCETV Director of National Content and Regional Operations and 'How She Rolls' Executive Producer Don Godish**

"How She Rolls' celebrates food and family and the importance of both. It also showcases the challenges of running a growing female-owned food business, raising three teenage daughters, negotiating a pandemic and doing all of it while having camera crews in your bakery, eateries and home." **–'How She Rolls' Executive Producer Scott Galloway**

FIVE FAST FACTS:

- **How She Rolls**, a half-hour lifestyle documentary and culinary series that follows the life of Charleston, S.C. entrepreneur Carrie Morey, will premiere on public television in May.
- The series is being distributed nationally by PBS, which means viewers will also be able to stream the show on the PBS app and on PBS.org.
- The inaugural season of **How She Rolls** will include 10 episodes.



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

HOW SHE Rolls™

Press
Release

- The series features appearances by Carrie's husband, John; her daughters, Caroline, Cate and Sarah; her father, Donald; and her mother, Callie, as well as other culinary greats, such as renowned Charleston barbecue chef Rodney Scott, former PBS culinary television host Nathalie Dupree and the owner of Atlanta's popular Twisted Soul Restaurant chef Deborah Vantrece.
- Members of the press that wish to screen a few episodes of **How She Rolls** should contact Jeremy Cauthen at jcauthen@scetv.org. These episodes will be available for screening through May 12.

Original production funding for **How She Rolls** is provided by:



**William and
Prudence Finn**



**BMW
GROUP**
Plant Spartanburg



**Kerry G. Stubbs
Mrs. JoAnne V. Day and Mr Andy Yasinac
Mr. and Mrs. Paul Duane**

A complete list is available from PBS.

About South Carolina ETV and Public Radio

South Carolina ETV (SCETV) is the state's public educational broadcasting network. Using television, radio and diverse digital properties, SCETV's mission is to enrich lives by educating children, informing and connecting citizens, celebrating our culture and environment and instilling the joy of learning. In addition to airing local programs, such as "By The River," "Carolina Classrooms," "Making it Grow," "Palmetto Scene" and "This Week in South Carolina," SCETV also presents multiple programs to regional and national audiences, including "Expeditions," "How She Rolls," "Reconnecting Roots," "Reel South," "Somewhere South," "Yoga in Practice" and "Live from Charleston Music Hall." In addition, SC Public Radio produces the national radio production, "Chamber Music from Spoleto Festival USA."

Media Contact:

Jeremy Cauthen

jcauthen@scetv.org

803-737-3433