



## Melting Your Heart

Cory's Grilled Cheese Opens in James Island Center on Folly Road and Maybank Highway

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By Kathleen Curry, Contributing Writer

At the crossroads of twenty-first century social media and classic American childhood fare, Cory Schwartz found gold.

Starting out at College of Charleston campus in the fall of 2011, his one-man grilled cheese truck quickly developed a fanbase. By following him on Twitter, those fans, jonesing for their next hot sandwich, knew exactly where to go for a fix. It wasn't long before word spread, and Monster Music's Vinyl Days and events at Marion Square became regular stops. This summer, less than two years in, Corey's Grilled Cheese (CGC) moved into a brick and mortar space on James Island near the Piggly Wiggly on the corner of Maybank Highway and Folly Road. The move brought about an expanded menu, increased staff, an air-conditioned dining space, and live music.

Schwartz envisions open mic nights, and CGC being a community space for conversation and collaboration. "I love the coffeshop concept," he says. "And you don't have to be a coffeshop to offer that to your community."

The menu starts with the Cory's Famous. Created while Schwartz was on vacation with family, it's a trifecta of creamy, salty and sweet: melted Muenster ('mun-stir') cheese, honey mustard, and crispy bacon, all between two slices of buttered, crispy Cinnamon Raisin Toast.

The Lowcountry, the food truck's bestseller, also has creamy melted Muenster cheese and crispy bacon, but with avocado and pimiento cheese on buttered, crispy sourdough. The Downtown was created with a vegetarian palate in mind, featuring apples, brie and chevre (goat cheese), fig spread, and fried onions, all on buttered, crispy sourdough bread.

Whether tastes run gourmet or simple, though, CGC aims to make their patrons' grilled cheese dreams a reality. They offer the "build it your way" option, with 13 different cheeses, 13 fruits and veggies, 13 condiments/spreads and jams, 11 different breads, and eight proteins to choose from. There are also burgers, hot dogs, fries, and grilled cheese's perfect match, tomato soup.

The breakfast menu includes egg sandwiches and fruit sandwiches served on Hallah French toast. Breakfast starts at 7 a.m. and is served all day; lunch starts at 11 a.m. but with flexibility. If a patron want a burger at 7 a.m., CGC isn't saying no.

As Schwartz notes, CGC is about simple pleasures of comfort food and reliability: food made just the way a patron wants it, when they want it.

Schwartz had his brother's company 90seven Designs create all the logos, menus, and signage. He wanted something iconic, a square shape using warm colors so fans could easily recognize it. Schwartz was thrilled that the result was so well-done that some patrons thought CGC was a truck from a larger city.

Schwartz, a musician and artist, is a native of Portland, Maine. He tasted life in big cities like Washington, D.C., Boston, and New York City before choosing to move here from Baltimore. "I came here for the cuisine and the beach — Charleston has world-class food with an emphasis on fresh and local," says Schwartz. "I love that restaurants are curing their own meats, its a traditional and contemporary approach to food. I love that the city embraces its culture. I love the architecture too."

Schwartz adds that the truck will be back. As the Lowcountry cools off, look for that familiar orange toast logo at rodeos and other outdoor events. Follow the @CorysGC twitter account to see where they'll be appearing, or see the twitterfeed at [corysgrilledcheese.com](http://corysgrilledcheese.com). Next month, CGC looks forward to serving a weekend brunch, offering beer and wine, and having delivery options.

**Cory's Grilled Cheese is located in James Island Center, at 1739 Maybank Hwy., Suite M. For more information, call 641-7377 or visit [www.corysgrilledcheese.com/](http://www.corysgrilledcheese.com/)**