



Christopher (left) and Tyler McVety, two brothers originally from southeastern Michigan, recently launched an innovative gourmet food company, Beyond the Shaker.

Brothers open new gourmet food company

Christopher and Tyler McVety, two brothers originally from West Bloomfield Township, recently launched a gourmet food company, Beyond the Shaker LLC.

The McVetys worked for more than two years developing the Beyond the Shaker concept. The company's aim is to introduce home cooks to an array of natural sea salts from around the world. In addition to educating consumers with blog articles and recipe ideas centered on the use of salt, Beyond the Shaker's Web site offers a line of chef-crafted gourmet blends that pair unrefined sea salts with premium organic, sustainable and locally-produced ingredients.

As part of their strategy to differentiate themselves from competitors, the brothers formulated their premium line of salt blends in consultation with Executive Chef Eric Nittolo of the highly acclaimed Boathouse Restaurant in Traverse City. Nittolo is known for his use of local and organic ingredients in the seasonal menus he prepares for his restaurant.

Each Beyond the Shaker blend is hand made by Nittolo from premium ingredients.

Nittolo said, "I approach the Beyond the Shaker salt blends like any other five-star dish I would proudly serve at my restaurant. No other gourmet salt company that I know of is

approaching blended salt in the same way, and the quality and flavor distinction is striking."

Beyond the Shaker's Internet site, which went public in July, serves not only as a portal for purchasing unrefined salts and blends, but also is a comprehensive guide to the world of

gourmet salt. Since its launch, Beyond the Shaker products have been purchased by several retail locations in the Midwest, and the company plans to continue expansion

into niche gourmet food markets across the country.

For more information go to www.beyondtheshaker.com.

**WEST
BLOOMFIELD
TWP.**

Chuck Fortinberry



Open Mon - Fri. 8-6pm
Sat. 9-1pm

8105 Big L

Exit 93, I-75 at

CLARK

866-998

www.clarkston

FREE SHUTTLE

WITH COUPON ONLY

BRAKE SERVICE SPECIAL

**\$2000
INSTANT REBATE**

Offer Expires 10/31/09

Rebate offer only good towards the installation of NAPA ULTRA PREMIUM ADAPTIVE ONE® or SAFETY STOP™ brake pads and/or shoes as part of the brake system repair/service performed at these participating NAPA AutoCare Centers. **MUST PRESENT THIS COUPON TO RECEIVE** By appointment only. Not valid with any other