



## more cheese, please

**P**imentos. Cheese. Mayonnaise. Who would've thought three little ingredients could lead to such big things? Yet, using only these simple components, Musten & Crutchfield Pimento Cheese has slowly grown from family secret to Forsyth County favorite.

"We don't add any preservatives to our product," says John Crutchfield, company salesman. "So there isn't that 'bite' you normally associate with pimento cheese. Instead, it has a creamy richness about it, almost like a comfort food."

While it has only recently become widely known in the area, the product has been around for decades, first appearing in the Musten & Crutchfield Food Market in downtown Kernersville. The mom-and-pop grocery store was opened by Crutchfield's grandfather and great-grandfather in the late 1930s.

While the business became a fixture on North Main Street, it eventually began feeling the heat from the big-box grocery stores springing up in Kernersville. By

2000, the end appeared inevitable, and the store announced its intentions to close.

But before it could do so, Lowes Foods — one of its perceived competitors — extended a helping hand. The supermarket offered to buy the recipe for Musten & Crutchfield's famed pimento cheese, a recipe perfected by Crutchfield's grandmother. That's when Bob, Crutchfield's father and company CEO, got an idea.

"He told them, 'We're not going to sell you the recipe, but we'll manufacture and sell you the product,'" he says. "Since then, we've kind of turned into a pimento cheese factory."

The product can now be found at Lowes Foods, Wal-Mart, and specialty markets throughout Forsyth County — proving that sometimes, the simplest things in life are truly the best.

— MICHAEL BREEDLOVE

*For information about other Musten & Crutchfield products, visit the Kernersville shop at 245 N. Main St., or go to [mustenandcrutchfield.com](http://mustenandcrutchfield.com).*

### the way we were



Golden anniversaries mark special milestones in our local history. Northside Shopping Center opened its doors on October 30, 1958. The second shopping center in town (after Thruway) was built in an L-shape on 25 acres, with parking for 1,400 cars. The center featured A&P and Colonial grocery stores, Tiny Town Toys, The Youth Center, Farmer's Dairy Bar, Reznick's Records, Roses, Cohen's-Robins, and Kinney Shoes, to name a few of the first businesses. The Hanes High School band played for the dedication and Miss North Carolina cut the ribbon to open the center. Children were given free pony rides and adults received free soft drinks.

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