

THE DAILY TIMES

Virginia Shore business featured on Today Show

Bay Beyond Inc. had snacks shown on air

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An Accomack County business got an unexpected boost Thursday when one of its products was highlighted on the NBC Today Show.

Bay Beyond Inc. the Melfa, Virginia company that markets the Blue Crab Bay Co. brand, had its Barnacles Snack Mix and other nut snacks included among food and cooking items highlighted in a segment called "Stuff We Love," billed by the hosts as celebrating the launch of the Today Food Club.

Today Show host Matt Lauer said he had been tasting Blue Crab Bay's selection of nut snacks beforehand and dubbed them "fantastic."

The items were selected and presented by Chassie Post, contributing editor of Domino magazine.

The snacks came to be on the show this way:

Blue Crab Bay President and Founder Pamela Barefoot this summer was at home watching the Today Show when the hosts had a conversation about barnacles — the kind that grow on boats.

"One of the women shuddered at the thought of eating them, so I asked Amy Savona to ship them a can of our Barnacles Snack Mix with a note that these could be eaten," said Barefoot.

Then a month ago, the show requested the company to ship several cases.

"Then on Monday they asked for even more types of our nuts," said Barefoot, adding, "This morning the segment



Blue Crab Bay Co.'s Barnacle Snack Mix was among products highlighted on an NBC Today Show segment aired Thursday, Nov. 12.

FACEBOOK IMAGE

came on and my eyes nearly bugged out! We had no idea when or if they would actually feature our products."

Barefoot said by Thursday evening the company had already received quite a few phone orders "and lots of feedback on Facebook."

Barefoot founded Blue Crab Bay Co. on Virginia's Eastern Shore in 1985, setting up shop on the table in her farmhouse kitchen, where she developed products such as spice blends for seafood and other gourmet food items.

In 1986 she entered a contest in a national women's magazine and was

awarded \$7,500, along with national publicity.

Barefoot in 1999 was named Virginia's Small Business Person of the Year, and in 2003 the U. S. Small Business Administration named her one of the United States' Outstanding Women Entrepreneurs.

The company today ships products all over, including internationally.

Blue Crab Bay Co.'s website is <http://www.bluecrabbay.com/>

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