

Cosmic Condiment

A little dollop of Jack's Sweet Potato Mustard can launch a lowly dog into the stratosphere

Hot dog hounds that loved Jack Hurley's franks when **Jack's Cosmic Dogs** was located in downtown Charleston think nothing of trekking **12 miles north up Highway 17** when they get the craving for those **Boar's Head beauties** with a side of the **Jetsons' atmosphere**. Small

wonder: none-other than road-food cognoscente **Alton Brown of Food Network** called them "the best hot dogs I have ever had. Ever!" They are truly tasty treats that come complete with hand-cut slaw, fresh fries, and root beer on tap.

But it's Jack's **special sweet**

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potato mustard that most folks say is the crowning touch. Sweet and tangy, with a smoothness coming from the 'taters, a decidedly mellow note from **molasses**, and a zing from the **mustard seed** and **other spices**, it can turn a frankfurter from a mere weenie into an haute dog. Naturally, such a succulent spread translates across a meat-lover's menu, successfully **smartening up sandwiches, sparking up salad dressings, and serving up some special flavor** for grub on and off the grill.

A savvy marketer, Cosmic Dog owner **Jack Hurley** now professionally packages his "**Southern concoction**" for commercial sale. One of the founders of the South Carolina Specialty Food



Though it launched on the Cosmic Dog (accompanied by blue cheese slaw), Sweet Potato Mustard is only as limited as your imagination.

Association—a Department of Agriculture-affiliated entity that promotes state-made products—Hurley previously was a maker and shaker partner in the **Bubba Brand** and **Holy Heat** sauces and marinades. To spread his mustard message, he's joined forces with **Food for the Southern Soul** owner and sauce aficionado

Jimmy Hagood. Should be a match made in heaven—hot diggity dog! —**Marion Sullivan**

Available in 9.5-ounce jars, this Charleston condiment can be purchased at Jack's Cosmic Dogs, 2005 Highway 17 North in Mount Pleasant, and in specialty stores throughout the Lowcountry.

