

Carolina Cart Launches New Online Marketplace Powered by Shopify Collective to Support Local Businesses

Carolina Carts's mission is to strengthen local economies by making it easier for consumers to discover, support, and shop from independent businesses across the region.

Hendersonville, NC ([BizHWY](#)) July 21, 2026 - Hendersonville, NC -- July 20, 2026 -- Carolina Cart has announced the official launch of its online marketplace, Carolina Cart, a platform dedicated to helping consumers discover and support local businesses, makers, artisans, and entrepreneurs throughout North Carolina and South Carolina.

Founded by husband-and-wife team Frank Stewart and Toryn Stewart, Carolina Cart combines local business advocacy with modern e-commerce technology to create a seamless shopping experience that benefits both customers and independent businesses.

As an official Shopify Partner, Carolina Cart leverages the power and security of Shopify's industry-leading e-commerce platform. The marketplace is built on the foundation of Shopify Collective, a collaborative commerce solution that enables businesses to expand their product offerings while allowing participating vendors to manage inventory and fulfillment directly from their own Shopify stores.

This innovative approach allows Carolina Cart to showcase products from multiple independent brands while reducing operational barriers for small businesses looking to reach new customers.

"Carolina Cart was created to help level the playing field for small businesses," said Frank Stewart, Co-Founder of Carolina Cart. "Large online marketplaces have become increasingly crowded and competitive. We wanted to build a platform focused specifically on helping local businesses gain visibility, connect with customers, and grow their brands while keeping more economic activity within our communities."

The marketplace serves as both a shopping destination and a business growth platform, helping local vendors increase exposure without the significant costs often associated with developing and marketing their own standalone e-commerce websites.

"Our vision has always been about community," said Toryn Stewart, Co-Founder of Carolina Cart. "There are so many talented makers, family-owned businesses, and entrepreneurs across the Carolinas creating incredible products. Carolina Cart gives them a place to be discovered while making it easier for shoppers to support local businesses with every purchase. When local businesses succeed, our communities become stronger."

At launch, Carolina Cart features a growing selection of products and brands from across the region, with plans to expand vendor partnerships and product categories throughout 2026 and beyond.

Key benefits of the Carolina Cart marketplace include:

- * Access to a curated selection of Carolina-based brands and products
- * A secure shopping experience powered by Shopify technology
- * Expanded market reach for local businesses through Shopify Collective integration

- * Streamlined vendor onboarding and product management
- * Opportunities for small businesses to grow without significant upfront e-commerce investments
- * A commitment to supporting regional economic development and entrepreneurship

Businesses interested in joining the platform or learning more about partnership opportunities are encouraged to visit CarolinaCart.com.

Web Site: <http://https://www.carolinacart.com>

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