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## Tasia Malakasis, Belle Chèvre

**This former marketing exec followed her foodie dreams back home to Alabama to run her own goat-cheese creamery.**



In 2000, while browsing at gourmet store Dean & DeLuca in New York City, Tasia Malakasis stumbled upon a package of goat cheese from a farm in Elkmont, Alabama, her home state. This wasn't just chèvre, it was destiny. For the next few years, Malakasis kept her eye on the farm; then she undertook a six-month internship there. Finally, in 2006, after intensive wooing of [Belle Chèvre's](#) founder, she bought the business outright (for a six-figure sum). Within two years, Malakasis tripled the company's revenues and is now using profits to expand, with plans for a tasting room, shop, and cooking school.

### LESSON LEARNED

Two years after launching an e-commerce Web site, Malakasis took it down. "The shipping had to be overnight: That can cost more than the cheese."

### RECOMMENDED RESOURCE


Eliyahu Goldratt's *The Goal: A Process of Ongoing Improvement* (North River). "It's a widely taught book in business school, and it helped me learn new skills, like managing and manufacturing."

### KEY ADVICE

"Entrepreneurship takes a certain personality. Don't tackle something unless it makes you feel alive every

day."

**Find this article at:** <http://www.countryliving.com/women/inspirational-women/belle-chevre-0609>

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