



Belle Chèvre

PRESIDENT TASIA MALAKASIS TO APPEAR ON NATIONAL TV AS FEATURED SPEAKER AT MORE MAGAZINE CONVENTION

Elkmont, AL (October 25, 2010) – Belle Chevre president, Tasia Malakasis, will be featured on “Reinvent Yourself with More Magazine”, an hourlong TV special hosted by Lee Woodruff. The show will be syndicated nationally in October, November and December to 136 TV stations, with an estimated audience of 1.6 million viewers.

Tasia was asked to participate as panel member and speaker at October’s More Reinvention Convention, alongside figures such as Christiane Amanpour (CNN), Lesley Jane Seymour (MORE), and Anna Quindlen (Pulitzer-prize winning author). She spoke about her experience with Belle Chevre and her mid-life career change, from a high-powered marketing position to president of a fromagerie. “I love my job, and it’s such an honor when people want to hear my story,” says Tasia.

For almost 20 years Belle Chevre has been hand-crafting fine French style goat’s milk cheeses in rural Alabama. A woman with a grand appetite for Chevre (the French word for goat and pronounced ‘shev) founded Belle Chevre and developed a winning recipe that has, to date, garnered over 50 national awards from American Cheese Society and other famed institutions.

Belle Chevre’s delicious recipe landed Belle Chevre cheeses in some of the finest cheese retailers in the country including The Cheese Shop of Beverly Hills and Dean & DeLuca in New York City where a wayward Alabamian, Tasia Malakasis, discovered this product from her home about which she did not yet know.

Tasia, ever passionate about food, fell in love with the product, and came back to Alabama to learn the art of cheesemaking and finally persuaded the owner emeritus to let her be the next generation of Belle Chevre.

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