

Belle Chevre

FOR IMMEDIATE RELEASE

BELLE CHEVRE RELEASES BREAKFAST CHEESES IN A NEW SIX OUNCE SIZE & DESIGN

Elkmont, Alabama (September 27, 2010) – Belle Chevre creamery released a new six ounce tub of their spreadable goat cheeses this week. The tubs are wrapped in a cardboard packaging that features usage tips and recipes. The bold new design is eye-catching and playful, all the while making it easier for shoppers to identify. All their popular new breakfast cheeses will be available in this new size, neither too big nor too small.

The breakfast cheeses, released earlier this year, include **Coffee Chevre**, a blend of bold coffee and creamy chevre; **Cinnamon Sugar**, a luscious swirl of cinnamon, sugar, and goat cheese; and **Go “Fig”ure**, chevre blended with sweet fig preserves. **Belle and the Bees Breakfast Cheese** was Belle Chevre’s original breakfast cheese, released in 2009. A blend of fine chevre and Savannah Bee Tupelo Honey, Belle and the Bees was one of 125 Silver Sofi Award Finalists selected by a national panel of specialty food experts from 1,570 contenders. **Pimento Chevre** will also be available in the six ounce tub.

Belle Chevre’s Breakfast Cheeses are a healthier alternative to butter and cream cheese, with fewer calories and less fat than cow’s milk products. Goat cheese is a great source of calcium, protein, and also contains moderate levels of probiotics—in other words, a great way to start the day.

Malakasis, a former marketing exec, fell in love with Belle Chevre goat cheese and came back to Alabama to learn the art of cheesemaking and persuade the owner emeritus to let her be the next generation of Belle Chevre. Her products include fresh, flavored and marinated goat cheese, and are available at grocery stores everywhere and at www.bellechevre.com. “We are so excited about our breakfast cheeses,” said Tasia Malakasis, owner of Belle Chevre. “We think these delicious and healthy spreads will change breakfast everywhere for the tastier.”

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