



**Belle Chevre named 2010 sofi™ Silver Finalist for Outstanding Dairy Product
By the National Association for the Specialty Food Trade**

Elkmont, Alabama (April 26, 2010) – Belle Chevre’s Belle and the Bees Breakfast Cheese has been selected as a Silver Finalist for Cheese and Dairy Product in the 2010 sofi™ Awards from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty foods and beverages and are a coveted industry honor. “sofi” stands for Specialty Outstanding Food Innovation.

Belle and the Bees Breakfast Cheese was one of 125 Silver Finalists selected by a national panel of specialty food experts from 1,570 contenders across 31 Awards categories. Gold Winners will be announced in a red-carpet ceremony June 28 at the Summer Fancy Food Show in New York.

“We are absolutely thrilled that the creative efforts from our small southern creamery are being recognized by such a distinguished organization,” said Tasia Malakasis, owner of Belle Chevre. “I want Belle and the Bees Breakfast Cheese to change the way people look at breakfast.” Malakasis, a former marketing exec, fell in love with the product 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 and marinated goat cheese, and are available at grocery stores everywhere and at www.bellechevre.com.

The sofi Awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 2,900 members throughout the U.S. and abroad. For more information on the NASFT and its Fancy Food Shows, go to www.specialtyfood.com

“The field was very competitive, with entries up 12 percent from 2009. The finalists represent the breadth and quality of our members’ distinctive products,” said Ann Daw, president of the NASFT. “It is clear that our industry is moving forward with innovation, inspiration and creativity.”

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