



EFFIE'S HOMEMADE AND BELLE CHEVRE ANNOUNCE PARTNERSHIP INSPIRED BY OPRAH

AUGUST 4, 2011 (Elkmont, AL)- Two playful and all-natural food companies are coming together to bring you a delicious and wholesome snack. Goats & Oats is a fall/holiday initiative by Effie's Homemade and Belle Chevre born of their fortuitous feature in April 2011's O Magazine ("Cooking Up a Business: Meet Seven Women Who Turned Their Passion For Food Into A Living"). These two companies were both founded by women entrepreneurs whose creativity and award winning products have gotten them far in an industry dominated by huge companies. "It was such a natural fit for our companies to partner," says Tasia Malakasis, owner of Belle Chevre. "Not just because of the amazing pairings of our products, but because all of our synergies as women in the food business."

Naturally lower in calories and fat than cows milk cheese, Belle's chevres together with Effie's biscuits make an excellent snack for breakfast, dessert, and everything in between. During the fall, Effie's and Belle will team up to bring you special, hand-selected pairings of Effie's famous crisp, buttery tea biscuits and Belle's new breakfast chevres. In addition to their presence in stores nationwide, the companies will offer two limited-time gift boxes now through the holidays. Goats & Oats pairs Effie's classic Oatcakes with two of Belle's sweet and creamy cheeses (fig & honey) while the Breakfast Sampler combines Effie's biscuit trio with Belle's fig, honey and coffee spreads. "We're crazy about cheese and were excited to find Belle's breakfast lineup for our biscuits," says Irene Costello, co-owner of Effie's Homemade. The holiday gift sets are available on both websites at www.bellechevre.com and www.ffiesshomemade.com.

Effie's Homemade was founded in 2007 by friends, Joan Maclsaac and Irene Costello, of the acclaimed Ruby Chard Cooking Classes. The inspiration for the company comes from Joan's mother, Effie MacLellan, and her farmhouse family recipe for Oatcakes. By rekindling old-fashioned and forgotten recipes, Effie's Homemade has created a line of rustic baked goods that are uniquely flavorful and all natural. In a world of highly processed foods, Effie's Homemade makes delicious products using quality ingredients, simply prepared. Effie's Homemade products are made in the USA.

Belle Chèvre has produced a variety of internationally acclaimed chevres since 1989 using time-tested European farmstead techniques. The company is purposefully small, and each chevre is hand made by its passionate cheese makers. Belle Chèvre cheeses have received numerous national awards from the American Cheese Society and the American Dairy Goat Association, and have been featured by Martha Stewart, Oprah, and everyone in between.

Belle Chevre and Effie's Homemade are available in retailers nationwide. You can find them everywhere from Whole Foods Market and Earthfare as well as specialty grocers.

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