



BELLE CHEVRE'S 'BELLE IS BUILDING' CAMPAIGN INVITES SUPPORTERS TO MAKE A MARK ON THE NEW CREAMERY

EKLMONT, AL (November 1, 2011)- Belle Chevre announced today its "Belle is Building" campaign, which offers individuals the exciting opportunity to fund a piece of Belle Chevre's future new creamery. As part of the campaign, for \$50 supporters will be able to fund a portion of the new creamery and have their names displayed. For \$150, they will get the same naming rights plus a 10% lifetime discount on Belle Chevre. For \$1000, they will be able to purchase \$1200 worth of Belle Bucks, in the form of a card/account usable over a 36-month period for everything from gifts to stocking their personal cheese selection. Purchases can be made both online and in various retail stores, as well as through the Belle Chevre holiday catalog.

Belle Chevre is America's most creative goat cheese company, found in markets and top restaurants across the country, and they have more ideas than space. This project gives customers the chance to support hand-crafted goodness, artisan goat cheese, and real food by contributing to the growth of this small artisan fromagerie. With the money raised, Belle Chevre will purchase 59 acres in Elkmont, AL and begin construction on their creamery designed by Atlanta architect Keith Summerour.

A special extension of Blocks For Belle will be the Belle Chevre Kickstarter project, which, in contrast, is a reflection of the brand's innovative and modern outlook. It launched on October 20 with the aim to raise the funds necessary to purchase land for a new creamery. Their Kickstarter auction can be found at <http://www.kickstarter.com/projects/bellechevre/land-for-belle-plot-for-a-new-creamery> through November 28.

The campaign is designed to continue Tasia and Belle Chevre's mission of spreading awareness of goat's milk products. Goat's milk is the world's most widely consumed dairy product, and it's time that Americans realized how great it is for them. Goats milk, and the cheese made from it, is lower in fat and calories than most cow's milk cheeses. It's also higher in vitamins and protein, and easier to digest than cow's milk products.

Belle Chevre's winning recipe has, to date, garnered almost 100 national awards from American Cheese Society and other famed institutions. It has been recognized as some of the finest fromage by the likes of Food Network Magazine, O!, Southern Living, Cooking Light and more. Tasia Malakasis is owner and head cheesemaker at Belle Chevre. She has also recently authored a cookbook, *Tasia's Table: Cooking with the Artisan Cheesemaker*, available for pre-order now on amazon.com.

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