



Belle Chevre and Marvin Woods Announce HEALTHY SPRING Campaign

Elkmont, Alabama (March 25, 2011) – Belle Chevre is thrilled to announce a unique collaboration with Chef Marvin Woods called Healthy Spring. For four months, Tasia Malakasis, president of Belle Chevre, and Chef Woods will be crafting recipes and videos to make entertaining and dining easy, fun and healthy.

On their websites, www.bellechevre.com and www.chefmarvinwoods.com, visitors will be able to sign up for newsletters, see cooking videos, and download original recipes geared towards Easter, Mother's Day and grilling season. Dozens of recipes will be created by Chef Woods featuring Belle Chevre's all natural artisan goat cheese.

Chef Marvin Woods couldn't wait to get his hands on Belle Chevre's goat cheese to use in some delicious and healthy recipes. How do you know they're delicious? Marvin has been noticed and lauded by Michelle Obama, Oprah, and countless national publications.

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.

"Working with a talented and dynamic chef like Marvin Woods is an honor," said Tasia Malakasis, owner of Belle Chevre. "This initiative will inspire change on the dinner tables of thousands."

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