

BUY A BLOCK. BUILD A CREAMERY.



Belle Chevre

BELLE CHEVRE LAUNCHES KICKSTARTER TO RAISE FUNDS FOR NEW CREAMERY

EKLMONT, AL (October 11, 2011)- On October 20, the artisan goat cheese creamery Belle Chevre will launch their Kickstarter auction to raise the funds necessary to purchase land for a new creamery. 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, and a lease that is up without option for renewal in 2013. 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 sustainable, rammed-earth creamery designed by Atlanta architect Keith Summerour. This ancient, traditional method of building reflects the traditional way that Belle Chevre has been hand-crafting fine French style goat cheeses in rural Alabama.

Their Kickstarter auction, on the other hand, is a reflection of the brand's innovative and modern outlook. It will last 40 days and can be found at <http://www.kickstarter.com/projects/bellechevre/land-for-belle-plot-for-a-new-creamery>. Sponsors can enter at various levels, and their donations are only taken if the final goal of \$100,000 is reached. Depending on the level of the pledge, donors will receive various goodies, such as goat sponsorship, signed cookbooks, their names on the creamery wall, a position on BC product development team, limited edition Southern artwork, and even a weekend getaway at the new creamery.

It is part of the Buy A Block campaign, which is designed to spread awareness of goat's milk products. Goat's milk, world's most widely consumed dairy product, and 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. In addition to the Kickstarter project, customers can participate on two levels. For \$50, they will be able to fund construction of the creamery by put their name on a block of rammed earth, one of the oldest sustainable construction methods. 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.

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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