



BELLE CHEVRE TEAMS WITH KROGER TO RAISE MONEY FOR ALABAMA TORNADO VICTIMS

MAY 16, 2011-Elkmont, AL: Belle Chevre, one of the country's most prominent artisanal creameries, headquartered in Alabama, and Kroger, the country's third largest grocer, are partnering to provide support to Alabama in the wake of the disastrous storms that ravaged and destroyed numerous Southern towns in the April 27th storm event. Kroger and Belle Chevre are donating a percentage of sales during June to the Red Cross Alabama Tornado Relief fund.

In what will be a wide-reaching relief effort, the over 500 Kroger stores nationwide will stock up with Belle Chevre's healthy and hip breakfast cheeses, featured by *Real Simple*, *Food Network*, and a multitude of other outlets. The percentage of money raised will be donated to the Alabama tornado relief, who will use it to help all those affected by the tragic storms in Alabama. The fundraising drive will have widespread media support via social networks and partnering with print outlets, such as *Southern Living* and *Country Living*.

Belle Chevre's breakfast cheeses come in a wide range of flavors: honey, fig, coffee, and cinnamon. These spreads are lower in fat and calories than similar cow's cheeses, making them an all-around healthy choice. Belle Chevre believes in making it easier for people to make GOOD choices, both for themselves and for others.

FOR FURTHER INFORMATION, CONTACT: Tasia Malakasis, President. tasia@bellechevre.com, (256) 423-2238

PROJECT
GOOD
GOOD CHEESE. GOOD CAUSE