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PRESS RELEASE

“A new recipe, a new era” for DODONI Strained Yoghurt

A new era in enjoyment has just begun!

DODONI, responding to evolving recommendations and trends, is pitching a “New Recipe, New Era” for DODONI Strained Yoghurt, aiming to offer a unique yoghurt experience.

All of DODONI's quality and expertise is condensed in this unique, protein-rich yoghurt, with a creamy texture and incredible taste for any hour of the day.

The new DODONI Strained Yoghurt comes in three unique versions: Full fat, with 8% fat content and 100% fresh Greek milk, 2% fat, and 0% fat.

With the tagline “Some people are in their own world. And you... are in DODONI”, the new launch is supported by a 360 strategy, including television, radio, cinema, in-store materials and actions, as well as digital and social.

As Mr. Michalis Panagiotakis, CEO of the Company, stated: “By focusing on the needs of the modern consumer, DODONI keeps on producing innovative goods and creating new product categories to give even more alternatives to Greek and worldwide consumers. The “New Recipe, New Era” strategy for our Greek Yoghurt reflects our commitment to innovation and our continuous pursuit to produce dairy products of excellent quality and taste. We have perfected our recipe to ensure that every spoonful of DODONI strained yoghurt offers the smoothest texture and unique flavour. We steadily continue, prioritizing our strategic plan, focusing on strengthening our presence in existing and new product categories, whilst retaining the same zeal and excellent tasty and quality that are characteristic of all DODONI products.”

With over 12 product categories and more than 100 unique product codes, DODONI continues to respond to modern consumer trends and invest in strengthening its portfolio, producing products of superior quality and authentic taste.