

tasteofgood.gr introduces consumers to
the Taste of Good, the taste of DODONI



Greek consumers may explore the basic meaning of the **Taste of Good** by visiting DODONI Dairy industry's specially designed [microsite](http://tasteofgood.gr).

Specifically, everyone who visits www.tasteofgood.gr will be able to discover, through real-life accounts, the **five unique “ingredients”** that distinguish **DODONI’s** products, values and philosophy and give the company its unique taste, the **Taste of Good**.

Based on **100% Greek milk and the purest raw materials**, DODONI has 56 years of history producing **authentic dairy products** including the renowned DODONI feta – the company’s flagship product in Greece and abroad - DODONI yoghurts, yellow cheeses and many other products that stand out for their rich taste.

Every day the company collects **top quality milk** from over 5,500 farmers in 514 villages. It has the largest milk zone in Greece and it is one of the largest employers and supporters regarding livestock farming.

But the Taste of Good has no limits. Every day 420 members of the DODONI ‘family’, produce with great love, zeal and devotion, products that transport the Taste of Good not only throughout Greece but also beyond its borders to **50 countries** around the world.

This taste, the Taste of Good, can especially be found in the wider area of Epirus, since the company has strong ties with the local community, lending financial support to bodies and organisations in the area and having provided over 80 tons of products in the last two years.

The first accounts presenting the Taste of Good have already been posted and are waiting for consumers to discover on www.tasteofgood.gr

The microsite was designed and implemented for DODONI by McCANN Athens / McCANN Worldgroup.