

PRESS RELEASE

Big DODONI "TouTost" competition with many prizes

A smart fortwo passion car for the super-lucky winner

DODONI is celebrating the two-year anniversary of its most delicious semi-hard cheese **DODONI "TouTost"** and is inviting the public to take part in a big competition to win many prizes including smartphones, tablets and many more, not to mention a smart fortwo passion car for the big winner.

From Mid-October until the end of November, anyone who buys the highly preferred **DODONI "TouTost"** cheese will have the chance to participate in a unique competition to win numerous prizes. All they need to do is to visit the specially-designed microsite www.letsmakeatoast.gr! Every day, there will be at least one lucky winner and all participants will automatically enter into the grand prize draw for **a brand new smart fortwo passion car**.

Consumers buying prepacked **DODONI "TouTost"** will find the unique code on the top of the packet whereas those who choose to buy **DODONI "TouTost" freshly cut at the deli counter** can obtain the special competition entry coupon from the front desk of the participating shops. By visiting the webpage www.letsmakeatoast.gr, and entering their unique code they can take place in this bountiful competition, quickly and easily, by completing four simple steps.

Semi-hard **DODONI "TouTost"** cheese, which is available in two versions, full-fat and light, stands out for its exceptional quality and rich taste due to its four months of maturation (four-month-maturation) and the use of top quality 100% Greek sheep and cow milk collected daily by the company from over 5,500 Greek farmers.

The campaign was developed by Day 6 CommUNIQUEations advertising agency.

For more information about the competition please visit www.letsmakeatoast.gr