

PRESS RELEASE

DODONI Halloumi at the Anuga International Food Fair

Aiming to present new dairy products and enhance its extroversion

DODONI, a leading dairy producer, participated for yet another year in the International Food Fair “Anuga 2017”, which was held in Cologne, Germany, from 7 to 11 October 2017.

During the Fair, DODONI presented its current and new, innovative dairy products which are produced in its facilities in Cyprus and Greece, with Halloumi having pride of place. Cypriot Halloumi featured prominently among the company’s products, as DODONI was grilling halloumi and offering bites to the visitors at its stand, thus providing the public with an opportunity to taste it and enjoy its unique flavour. This traditional Cypriot cheese was very positively received by the foreign visitors who tasted it, as it is one of the very few cheeses around the world that do not melt when grilled.

In parallel, DODONI executives met with customers and worldwide distributors, seeking to develop the company’s sales in new countries and expand the number of points of sale for its products.

It is pointed out that DODONI Cyprus is already exporting over 10 Halloumi product codes to more than 15 countries, including Australia, the Netherlands, the USA and the United Arab Emirates, with plans to expand exports in the next years to more countries, where DODONI S.A. has already a significant presence, collaborating with the major international chains.

Mr Panicos Hadjicostas, Managing Director of DODONI Cyprus, made the following statement: *“Our presence in the Anuga International Fair confirms our company’s extroversion and strengthens our international image. In addition to the Cyprus market, our products are distributed in the international markets and are adapted to the consumers’ modern nutritional needs. Our objective remains to find new customers for Halloumi through the extensive network of DODONI S.A. around the world, as it is a product of top quality with an authentic taste. This objective seems to be achieved much faster than we had anticipated, as DODONI Halloumi, a global trademark of our country, is today exported to more than 15 countries.”*

A few words about DODONI

DODONI SA was founded in 1963. Counting 54 years of authentic tradition and history, the Company based in Ioannina, produces authentic, purely Greek dairy products, using 100% Greek cow, goat and sheep milk collected daily from a wide network of 5.500 farmers mainly from the Epirus region.

DODONI products are available in more than 10.000 points of sale in the Greek market, while the company maintains significant export activity in 45 countries around the world. DODONI produces 9 categories of dairy products in 80 different SKUs, unique for their taste, quality and 100% Greek identity.

DODONI CYPRUS began its operation in June 2016. Company's modern factory is located in Limassol where authentic Cypriot cheeses, such as halloumi and anari, are produced, distinguished for their



The taste of good.

authentic taste and excellent quality, thanks to the 100% Cypriot cow, sheep and goat's milk that company collects daily by local producers.

For more information, please visit www.dodoni.eu, <https://www.facebook.com/Dodoni.SA>,
<https://www.instagram.com/dodoni.eu/>