

PRESS RELEASE

New television campaign by DODONI **With DODONI Halloumi as the leading star**

With a new television campaign, DODONI highlights the value, quality and supremacy of the traditional Cypriot Halloumi, the most characteristic cheese of Cyprus, whose name is linked to the island and is known all over the world.

The campaign focuses on the different ways in which consumers enjoy Halloumi in their daily lives, as a 100% Cypriot product with a rich taste, made by DODONI CYPRUS to the highest quality standards.

Whether grilled or as an added ingredient in trahana, or even on a pie or as accompaniment to any dish, DODONI Halloumi does not cease to win impressions with the very first bite, thanks to its excellent quality and supreme taste, which can accompany unique moments at parties or get-togethers with friends and family.

The preference shown by consumers for the DODONI dairy products in Cyprus led the company to launch in 2016 a new, ultramodern unit in Limassol, for producing authentic Cypriot cheeses from 100% Cypriot milk, destined for the Cypriot market as well as for exports abroad.

The DODONI Limassol unit produces three unique versions of Halloumi: regular, light and ARCHONTIKO (traditional Cypriot recipe), which satisfy even the most demanding of consumers, as they provide them with what they seek – quality, variety and commitment to the tradition of taste.

The overall campaign for the promotion of DODONI Halloumi has been designed by MARKETWAY / PUBLICIS, and production was undertaken by The Coffee Films company.

In addition to the television campaign, which also includes taste trials for consumers in selected super markets, DODONI also proposes interesting and delicious recipes through the radio spots of the campaign, which also includes sponsorships of various stations.

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



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