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PRESS RELEASE

Lactose-free... yoghurt from the DODONI dairy industry

New DODON Lactose-free Strained Yoghurt, from 100% Greek, fresh cow's milk

DODONI dairy industry, faithfully following the modern nutritional trends and consumer demands, expands its product line, launching the new **DODONI Lactose-free Strained Yoghurt 2%**, from 100% Greek fresh milk

The **new DODONI Lactose-free Strained Yoghurt 2%** has a modern appearance and preserves the texture and flavour of the popular DODONI Strained Yoghurt, while providing all the nutritious advantages of yoghurt without the lactose.

With the launching of this new product, the company hopes to introduce to the public a new light and healthy option for people who are lactose intolerant or follow a vegetarian diet, while yet retaining all the nutrition of milk as it is easier absorbed by the human body.

The new DODONI Lactose-free Strained Yoghurt 2% fat, which is already available in the refrigerators of major supermarkets around Greece, is a perfect choice for any time of day, without lacking anything but lactose!

Already having 9 yoghurt codes available in the market today, DODONI continues to invest steadily in developing its product line, adapting to contemporary trends and nutritional requirements, and manufacturing new codes in order to increase its market share in Greece and abroad, where it already has a significant presence.

"Guided by the innovation and outstanding quality that has characterized DODONI dairy products for over half a century, we noticed the prevalent demand for consumption of lactose-free goods and developed the new DODONI Lactose-free Strained Yoghurt," said Mr. Michalis Panagiotakis, CEO of DODONI. "Our objective remains the same: to provide a comprehensive selection of goods for various times throughout the day, while also being devoted to developing new products with the continual goal of improving our customers' nutrition and quality of life. As a result, we're continuing to extend our yogurt variety to satisfy the demands of both domestic and international customers."

[In its new advertising campaign](#), DODONI introduces this new product, which stands out for its great flavour and unique texture, and urges the audience to try it. The commercial was created by the advertising agency BBDO.

You may enjoy it [here](#)