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PRESS RELEASE

DODONI stands first in consumer's preference in 2021

According to the most recent statistics from IRI, **DODONI's Feta product category** stays consistently first in the preference of the Greek consumers, and it will continue to be a top option, thanks to the exceptional quality and authentic taste of its products.

According to the findings of the relevant research, the brand maintained a consistent market share in terms of value in 2021, while increasing the amount of milk gathered by **more than 78,000 tons** compared to 2020.

DODONI, true to its vision and philosophy, is committed to producing high-quality, authentic-tasting pure dairy products, with the PDO Feta as its flagship product. DODONI products are made entirely of 100% Greek milk, which the company collects on a daily basis from the pure pastures of Epirus and other regions of the country via an expanding network of thousands of partnering producers. The people of DODONI devote their passion and know-how into producing pure raw materials every day so that every house in Greece and abroad can enjoy the same unique DODONI quality.

Mr. Michalis Panagiotakis, CEO of DODONI, stated: *"We are pleased since, in recent years, we have regularly ranked #1 in the Greek public's preferences, which continues to reward our commitment to produce pure dairy products of high quality and authentic taste. DODONI treats their customers and their demands with the utmost care, since our company has been associated with Greek tradition for almost half a century. This achievement motivates us to keep working hard to assist the primary sector and the Greek economy, along with our continued efforts to raise consumer awareness of PDO Feta as a product with high nutritional value, superior quality, and distinct flavour in the local and global markets."*