

3 April 2019

PRESS RELEASE

Epirotiko Strained yoghurt by DODONI
The company invested EUR 2 million in the new production line

Inspired by the traditional recipe from Epirus and in response to consumers' needs, DODONI, the leading dairy industry of Epirus, has launched new **DODONI Epirotiko Strained Yoghurt**.

DODONI Epirotiko Strained is a yoghurt of high nutritional value with a rich taste and unique texture. It is made from 100% Greek fresh milk from Epirus, which DODONI collects daily from 60 carefully-selected farms in Epirus and to which it provides technical support throughout the year.

The company aims to offer consumers a new choice of strained yoghurt that keeps alive the traditions of Epirus while respecting today's healthy-food trends for highly nutritious products of authentic origin.

New **DODONI Epirotiko Strained** – in full fat 6% and light 2% – can be found in the refrigerated section of supermarkets all over Greece, considering to be the best choice at any time of the day.

For its latest yoghurt, DODONI invested EUR 2 million in constructing a special production line in its Ioannina plant.

Now offering a total of 8 different yoghurts, the company aims to considerably expand this line by adding new products, with a view to increase its market share in Greece and abroad.

Deputy CEO of the company Mr. Michalis Panagiotakis made the following statement: *"In a process of creating new products, being part of Taste of Good manner, the holistic lifestyle and the way we operate, we developed a very special product. We were driven by our ongoing aim to improve both the nutrition and quality of life of our consumers. New DODONI Epirotiko Strained yoghurt has a higher protein content since it is made exclusively from 100% fresh, top quality milk from **Epirus** region. Our aim at DODONI is to continue to expand our yoghurt line to fully meet the needs of our consumers both in Greece and beyond."*

Since its establishment in Epirus, for the last 56 years DODONI has been offering the Taste of Good every day, having 100 different SKUs to its name and maintaining the largest milk zone in Greece with over 5,500 farmers.