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PRESS RELEASE

An Ode to Feta, from the No. 1 Feta in Greece and BBDO

We strongly believe that feta is not just a cheese. It's an idea, full of stories.

Just like the "A Greek salad with the feta aside" is not just a slogan. It is our whole life.

A quick online search reveals that the subject of "feta" is nearly existential for the Greeks. BBDO's Ode to Feta, includes truths such as "-I'd have 500g Feta, please." Is it okay if it's 10kg? -Sure, whatever!" and psychoanalytic theories claiming that "for a relationship to be successful, when filled veggies are on the table, one eats the tomatoes, the other the peppers, and there is feta for everyone". It is a social video that encapsulates all the knowledge around our National Cheese in a way that only a Greek can feel and describe it. After all, the majority of people are perplexed as to how a sentence like "I don't eat feta" isn't a reason for divorce, a criminal offence, and so on.

"Ode to Feta" begins as a digital video from DODONI's social media, evolves into pre-roll, social content, and then spreads its wings, asking the public to join in.

Influencers and regular users contribute their own knowledge, wisdom, and lines to the campaign on Instagram, expanding the Ode to Feta and participating in a unique competition until July 29 in which three lucky individuals will receive a year's supply of DODONI feta.

Besides, for a cheese that is a source of national pride, such as DODONI feta, advertising is insufficient. It needs an Ode. This is common knowledge!

Enjoy the "Ode to Feta" from DODONI, the No. 1 feta in Greece, [here](#)

Feta DODONI: The whole taste of Epirus, in one name:

The PDO feta DODONI is worldwide recognized and acknowledged for its excellent and consistent quality, since it is made entirely of pasteurized Greek sheep and goat milk. Words are meaningless when it comes to its flavour, as it is rewarded daily with a special place at the consumer table!

Whether plain, with oil and oregano, saganaki or as an accompaniment to every meal, in salads, pies, omelettes and soufflés, DODONI feta is unique and absolutely worth every ode.