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PRESS RELEASE

**Behind every delicious flavour there is DODONI**

*New advertising campaign for the DODONI dairy company*

The values that have made DODONI dairy company all these years special and have added that unique taste to its products, **the Taste of Good**, are the focus of [the company's new campaign](#), taking viewers on a journey through the beautiful landscapes of Epirus, the place where DODONI was born and has grown to become one of the top dairy industries in the country today.

With the new campaign, DODONI presents all those special ingredients distinguish both itself and its products for 57 years, and they are none other than the production of authentic dairy products of excellent quality, its collaboration with over 5,500 producers making up the largest milkshed in Greece, and the collection of exclusively 100% Greek milk, while constantly supporting the local community of Epirus through numerous corporate social responsibility initiatives, forming an integral part of the region.

Consistently investing in excellent quality, responsibility, trust and dedication, DODONI has for over half a century stood by its consumers, its employees, the thousands of associates and producers it works with, and the entire Greek community.

Carrying on in the same direction, DODONI is committed to continuing to produce 100% Greek dairy products which have earned a special place at the table, bringing that unique taste into every Greek home, the Taste of Good.

See DODONI's new advertising campaign [here](#)

The video for the new campaign was created and produced by McCann Athens.