

31 May 2018

PRESS RELEASE

## **DODONI celebrates World Milk Day and invites the public to get to know the Taste of Good**

*We are gathering 1 ton of DODONI milk for the brave children of ELEPAP*

***#dodoni #thetasteofgood #worldmilkday2018***

DODONI, leading dairy industry in Epirus, is celebrating, for the third consecutive year, World Milk Day. It invites the public to visit its microsite [www.tasteofgood.gr/milkday](http://www.tasteofgood.gr/milkday), to give its own answer to the question, "Milk means ...", and to help in the collection and provision of 1,000 litres of fresh DODONI milk for the brave children of ELEPAP - Rehabilitation For the Disabled - in Athens, Thessaloniki and Ioannina.

Visitors to the specially designed microsite [www.thetasteofgood.gr](http://www.thetasteofgood.gr) will have the opportunity to get to know, through real-life accounts, the Taste of Good, the taste of DODONI, the main ingredient of which is milk. Embracing this, DODONI cooperates daily with 5,500 producers, employs more than 450 people, produces 100% Greek, pure products, supports our local society and transports the taste of Greece to 45 countries across 5 continents. It is these producers, DODONI's people and products, the local society and export activity that make DODONI truly special, and all of which are vital ingredients of the Taste of Good!

Until 4 June, visitors will be able to create their own anthem to milk and to participate in the draw to win favourite Greek DODONI products, thus supporting also DODONI's initiative for the brave children of ELEPAP.

Furthermore, this year, once again in conjunction with World Milk Day, on Friday 1 June and from 12 p.m. to 8 p.m., DODONI's promotional teams will be in Syntagma Square and Nea Smyrni Square (Athens) as well as in Mavili square (Ioannina) and Aristotelous Square (Thessaloniki).

Holding true to its values for the provision of pure dairy and cheese products, DODONI dairy industry has developed and designed for its full fat and light milk, new, updated packaging with a fresher, more modern look.

DODONI has been using exclusively 100% Greek milk for the last 55 years making the company synonymous with the Taste of Goodness. It always gives priority to its people, the consumers, corporate social responsibility, exceptionally high quality and authentic flavour.

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### **About DODONI**

DODONI SA was founded in 1963. With 55 years of authentic tradition and history, the company, based in Ioannina, produces authentic, purely Greek dairy and cheese products, using 100% Greek cow, sheep and goat milk collected daily from a wide network of 5,500 Greek farmers, active primarily in the Epirus region. With more than 10,000 sales



points in the domestic market and exports to 45 countries around the world, DODONI produces 9 categories of dairy and cheese products in 100 different SKUs, distinguished by their unique taste, quality and 100% Greek identity. For more information, please visit: [www.dodoni.eu](http://www.dodoni.eu), <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

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