

PRESS RELEASE

DODONI PDO FETA: consumers' top choice again in 2019

DODONI Dairy Industry continues to be #1 in the PDO feta category in both sales volume and value, based on IRI data, further strengthening the bond of trust and honesty it has built with consumers over the past 66 years.

DODONI Feta is a special Protected Designation of Origin (PDO) product made exclusively from 100% Greek sheep and goat's milk and has become established as synonymous with this specific category of Greek tradition and authenticity.

Counting 66 years of successful presence in the Greek market, this multi-award-winning product has won a special place on the tables and in the hearts of Greek consumers and is a trademark both for DODONI and for the wider Epirus region.

With more than 5500 small and large producers making up Greece's largest dairy zone, DODONI was the country's top buyer of sheep and goat's milk yet again in 2019.

With the primary goal of producing pure products made from 100% Greek milk, DODONI is one of the biggest and most historic agricultural dairy industries in Greece, which provides daily the "Taste of Good" to thousands of Greeks. At the same time, with a presence in more than 50 countries around the world, DODONI is a proud ambassador of PDO feta abroad, promoting responsible consumption and the protection of Greek PDO products.

In the words of DODONI Deputy CEO, Michalis Panagiotakis, *"Our devotion to producing our PDO feta for over 50 years from authentic, pure and above all Greek ingredients continues to be recognized by the consuming public. All of us in the DODONI family warmly thank the thousands of consumers who have, for yet another year, trusted us and chosen our multi-award-winning feta. We remain true to our vision and philosophy of daily creating pure dairy products of high nutritional value and authentic flavour using only 100% Greek milk and we are especially happy when this choice is repaid and rewarded by the public."*