

New “Plant'd” plant-based desserts from DODONI

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Following current consumer trends, DODONI is making a strong entry into the plant-based product category by introducing **Plant'd**, new plant-based oat **desserts in three unique flavours: Plain, Vanilla and Apple & Cinnamon**.

This new line of top-quality plant-based desserts meets the most stringent standards, as all products manufactured by DODONI do. These plant-based desserts are ideal for those following a vegan diet or those who wish to limit their intake of dairy products. They are produced with excellent quality natural ingredients, based on oat and with pea proteins, and they are free from lactose, palm oil, soy, nuts or preservatives.

In addition, the Plant'd desserts carry the V-Label symbol, an internationally recognised and registered symbol for labelling vegan and vegetarian products. DODONI is the only dairy industry in Greece to use this label on packaging for its plant-based desserts.

Recognising the growing trend for plant-based foods, DODONI is consistently investing in creating new products and enriching its portfolio of foods in response to modern dietary preferences and needs. It also remains committed to using the best raw ingredients to produce products with high nutritional value, ensuring outstanding quality and incomparable flavour.

The new Plant'd desserts are already available at supermarkets throughout Greece in single-serving cups of 150 g.

Michalis Panagiotakis, CEO of DODONI, stated: “DODONI is a real-life example of a company that continues to evolve and progress. As such, we consistently invest in creating new products and offering even more choices to the modern consumer, responding to existing and emerging dietary trends and needs. That is why we launched the Plant'd plant-based desserts in the Greek market, with the aim of offering new products that contribute to further improve everyone’s diet and quality of life. Key priority in our strategic planning for this year is to consolidate our presence in existing and new product categories, always maintaining the same care, excellent quality and taste that distinguish DODONI and all its products.”