

DODONI attends FOOD EXPO for another year

The company's new feta snacks, baked with 100% DODONI PDO feta, captured the attention of visitors

DODONI took part in FOOD EXPO 2023, the largest food and beverage industry exhibition in southeast Europe, which took place with great success from 18 to 20 March 2023, at the Athens Metropolitan Expo.

This year, visitors to the exhibition had the opportunity to sample DODONI's new oven-baked feta snacks with 100% DODONI PDO FETA, a product with high nutritional value recently launched in the Greek market, made with the finest quality pure raw ingredients. **The company also presented its halloumi snack, made with 100% DODONI HALLOUMI, a product that is, for the time being, destined for foreign export markets.**

At the same time, with the aim of expanding their export market activity, DODONI executives were able to connect with overseas distributors and large-scale retailers.

With a presence in more than 50 countries across 5 continents, it is worth noting that DODONI is showing a constantly-expanding international presence, with exports now accounting for approximately 50% of its total turnover, representing a 40% increase in the last four years.

Mr Vassilis Vrohidis, DODONI's Exports' Director had this to say: *'It is our great pleasure to be able to participate in this year's FOOD EXPO. This year, we presented our new feta snacks, baked with 100% DODONI PDO feta, which have already earned their own following as an outstanding product with a unique combination of flavours. DODONI is proud to be an ambassador of Greek flavours and nutritional traditions, and at the same time it is now one of the largest, best-performing food companies in Greece. We are proud to stand for Greek excellence in the international arena, as we have for 60 years now, and we are committed to continuing with the same passion and attention to detail in the creation of products that offer a taste of Greece to the rest of the world.'*