

June 1, 2022

Newsflash

**DODONI celebrates World Milk Day for the 7<sup>th</sup> consecutive year**  
*There is a giveaway “running” on Instagram, with a lot of gifts and a trip to Ioannina*

*#dodoni #tasteofgood #worldmilkday*

**DODONI** celebrates World Milk Day by reminding the public of everything that “**The Taste of Good**” stands for, including the passion for pure Greek raw materials, consumer respect, responsibility, and the practical support of its entire partners ecosystem and Greek society’s.

Every year, the company wants to highlight the value of milk for all generations through a variety of activities, as milk is the raw material for the production of pure dairy products and the main ingredient that gives them their unique taste, the Taste of Good.

So, this year, DODONI is celebrating World Milk Day with an Instagram giveaway that will run until June 2<sup>nd</sup>, intending to reward consumers for their preference and give them the opportunity to win amazing and delicious gifts!

More specifically, users can watch the video posted on Instagram, choose their favourite milk-related moment, tag two friends in the comments, and enter the giveaway to win DODONI goods. At the same time, the winner will have the chance to go on a spectacular trip to Ioannina, where DODONI's 100 popular products are being produced.

For the celebration of this year's World Milk Day, it should also be mentioned that several DODONI products will be available in discount throughout June in all major supermarkets around the country.