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PRESS RELEASE

“Classico” DODONI yoghurt takes us on a journey to Epirus

New campaign with the aroma and taste of DODONI

www.gefsiapododoni.gr



DODONI's [new big digital campaign](http://www.gefsiapododoni.gr) for yoghurt DODONI Classico is already being aired. The public is invited on a journey to enchanting Epirus through a favourite classic taste, the taste of DODONI.

In DODONI's new campaign, where taste, tradition, authenticity and creativity take centre stage, yoghurt DODONI Classico is so tasty that its flavour takes you on a journey to beautiful Epirus, since the very first spoonful transports you to its green pastures, hospitable people, charm and unexpected beauty.

Visitors to the special microsite www.gefsiapododoni.gr will have the opportunity to learn the secrets of Epirus and take part in the most tasteful competition. They just need to choose the destination where they would like to enjoy yoghurt DODONI Classico, in the place where it comes from, together with their loved ones.

With its high nutritional value, **yoghurt DODONI Classico** stands out for its rich taste and creamy texture. Produced in Epirus, it is made from fresh 100% Greek milk, which the company collects daily from over 5,500 large- and small-scale producers in 514 villages, mainly in the Epirus region.

It is this special taste, the taste of DODONI, that has secured pride of place for yoghurt DODONI Classico on the **tables of Greek and international consumers** alike, and made it the ideal choice at any time of day.

The new digital campaign was developed and realized by McCANN Athens with the participation of disciplines MRM//McCANN & Momentum.

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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 SKUs, distinguished by their unique taste, quality and 100% Greek identity.

For more information please visit www.dodoni.eu, <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

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