

19 February 2019

PRESS RELEASE

DODONI: Once again No. 1 in sales in P.D.O. brand feta for 2018

DODONI P.D.O. (Protected Designation of Origin) Feta maintained its position on first place in Greek market for 2018, continuing a long tradition and bond of trust with consumers that has remained unshaken throughout the company's 56-year history.

Maintaining a leading market share with respect to both volume and value* in the category of P.D.O. feta in Greece, DODONI processed approximately 50,000 tons of milk in 2018, once again making it the largest buyer of sheep and goat's milk in the country.

Feta is an authentic and uniquely Greek product — a cornerstone of Greek cuisine which continues to have pride of place at the dinner table of every Greek family. Remaining true to tradition and ensuring that only the finest traditional methods and ingredients are used in producing our feta, DODONI is committed to providing Greek consumers with the highest quality and authentic taste. All of this has made DODONI Feta the #1 in sales in Greece and demonstrated that in 2018 DODONI once again earned the trust of Greek consumers for yet another year.

Today, DODONI feta is sold in 50 different countries around the world, where it is widely recognized and often awarded for its high quality and superb taste. Having earned its own special place on Greek dinner tables, DODONI feta has now become a preference of international consumers as well.

Deputy CEO of DODONI, Michalis Panagiotakis, stated: "We would like to extend our warmest thanks and appreciation to all of our loyal customers, who have, for yet another year, shown their preference for our products and their trust in our company. In this way, they are also honoring the choice of authenticity, quality and taste in their diet as well. DODONI, always true to its vision and philosophy, continues to produce milk and cheese products of the highest quality and taste – with our P.D.O. feta leading the way as our flagship product. In order to produce this special feta, we use only pure ingredients and 100% Greek milk, which we gather every day from both large and small Greek producers – mostly from the region of Epirus. It therefore gives us great satisfaction that DODONI feta – a product with a long history, incomparable quality and authentic taste – has once again surpassed all of its competitors and remains first in consumer preference."

*by independent market share for individual brand companies