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PRESS RELEASE

Greeting the new school year with the ‘DODONI TouTost Dagoto’ contest

The company invites consumers to vote on their favourite toasted sandwich combination while helping to collect products for the “Frodida” Association.

This autumn, DODONI, the leading dairy industry of Epirus, welcomes the new school year by inviting Facebook users to take part in a contest featuring the popular DODONI TouTost cheese.

With butter or without, with a slice of deli meat or plain, on white or rye bread, the toasted sandwich is without a doubt the most delicious snack for any time of day. Those who visit the DODONI Facebook page from 11 through 20 September will be able to vote on timeless sandwich dilemmas and automatically enter a draw for special prizes, such eco-lunch boxes for safe transport and consumption of food, and pure DODONI dairy products in individual cooler bags.

At the same time, by taking part in the contest, users will be supporting a good cause, as they will be helping DODONI collect as many dairy products as possible for the families and children of the “Frodida” Association.

The “Frodida” Association was founded in 2008 and is a national group aimed at informing, providing support and developing educational programmes for individuals with cerebral palsy, hydrocephalus, mental retardation and Down syndrome.

Made with 100% Greek sheep and cow milk, the semi-hard DODONI TouTost cheese stands out with its pure quality and rich flavour, thanks to the 4 months it is allowed to mature, and makes it the ideal choice for any time of day.

The contest winners will be announced on the company’s Facebook page on 21 September.

The campaign was designed and implemented by McCANN Athens / McCANN Worldgroup for DODONI.

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About DODONI

DODONI S.A. was founded in 1963. With 57 years of tradition and history behind it, the Ioannina-based company produces authentic, purely Greek milk and cheese products using 100% Greek cow’s, goat’s and sheep’s milk collected daily from a broad-based network of 5,500 Greek producers located mainly in the Epirus region. With more than 10,000 points of sale on the domestic market and exports to more than 50 countries worldwide, DODONI offers 9 categories of dairy products and makes 100 different products known for their flavour, quality and 100% Greek identity.

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

About the “Frodida” Association

The “Frodida” Association is a national group aimed at providing information and support and developing educational programmes for individuals with cerebral palsy, hydrocephalus, mental retardation and Down syndrome. The phrase “Believe in me”, the motto of the organisation, highlights the philosophy upon which its actions are developed to combat discrimination, social inequality and ridicule of persons with disabilities. Through the years, it has managed to lend a hand to numerous families, developing activities and programmes such as speech therapy, occupational therapy, socialisation, counselling, music therapy, physiotherapy and creative activities. To bolster its work, the Association has created the Social Grocery Store, where necessities such as food and other goods are offered to provide relief to the people it supports.



For more information, please visit these web pages: <http://www.frodida.gr/>, <https://www.facebook.com/frodidagr/>,
<https://www.instagram.com/frodidagr/>

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