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PRESS RELEASE

**New TV campaign for the feta we all love, DODONI feta**  
*The way to a man's heart is through DODONI*



**DODONI** dairy industry's new TV campaign for **DODONI feta**, the **best-selling PDO FETA in Greece**, is already being aired.

The new campaign, whose central message is "**the way to a man's heart is through DODONI**", presents the secret of the eternal love between the two couples starring in the film. This secret is none other than tasty recipes using **DODONI feta**. An everyday woman and her daughter have managed to steal the hearts of two stunningly handsome men thanks to a welcome helping hand from the rich taste of **DODONI feta**!

**DODONI feta**, emblematic of the Mediterranean diet, counts over 50 years of history and is a Protected Designation of Origin (PDO) product. It is a national and international market leader spanning 38 countries across the globe. Recognized worldwide, it has won a multitude of awards for its high quality and is made from purely **100% Greek**, pasteurised sheep's and goat's milk. It is the No.1 feta "in our heart" bringing all the tradition and rich taste of Epirus to every table, every day.

With 55 years of tradition in producing high quality and rich-tasting products and over 5,500 Greek producers in 514 villages, **DODONI** dairy industry collects fresh 100% Greek milk daily, bringing the **Taste of Good**, the taste of **DODONI**, to the tables of Greek and international consumers through its wide range of pure dairy products.

The spot is directed by Panos Koronis and produced by STEFI & Lynx Productions, with McCann Athens being responsible for the campaign's creative design.

You can watch the new campaign for **DODONI feta** [here](#).

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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 different SKUs, distinguished by their unique taste, quality and 100% Greek identity. For more information, please visit: [www.dodoni.eu](http://www.dodoni.eu), <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>



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