

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #50 – November 25, 2013

Dario Loison and Vicenza shined at “Sua Eccellenza Italia 2013”, an event organized by Gambero Rosso

On November 22, the city of Vicenza opened the show that took place at Città del Gusto in Rome with a gala dinner during which Awards for Excellence were presented to the best products Made in Italy: sole winner for the Veneto region was Dario Loison

On November 22-24 at **Città del Gusto in Rome**, the foods, wines and cuisine of Vicenza were the stars of “**Sua Eccellenza Italia 2013**”, an event organized by **Gambero Rosso**, featuring the best in food and drink that the Bel Paese has to offer. **Made in Vicenza** inaugurated the event on November 22 with a gala dinner featuring the most renowned products of the province, cooked by two chefs representing Vicenza restaurants. The audience consisted of a hundred people, including journalists, distinguished guests and fans who were delighted by the inventiveness of **Alberto Basso**, Chef at 3 Quarti restaurant in Grancona (VI) and **Morgan Pasqual**, who took turns preparing top-quality dishes in the kitchen of Teatro della Cucina.

The evening, hosted by Francesca Barberini, a celebrity of TV channel Gambero Rosso and testimonial on other occasions of Vicenza's products with Made in Vicenza, was held at the same time as **Eccellenze Italiane 2013** (Italian Awards of Excellence 2013). Between courses, **Paolo Cuccia**, President of **Gambero Rosso**, presented the **Made in Italy Awards for Excellence** to the winemakers, producers, entrepreneurs and representatives of Italian institutions who, through their work, have helped to expand the credibility of our country.

Among the awardees, it is worth mentioning **Japanese Ambassador Masaharu Kohno** for his “*sensitivity and activity in the dissemination of Italian culture, food and wine in Japan and for the care he takes in promoting the great Japanese culture in our country*” and **Dario Loison**, owner of Loison bakery in Costabissara (VI) **the sole recipient for the Veneto region**, who was awarded based on the following motivation: “*For the love and attention he puts in his pastry production, a true Italian gastronomic excellence*”. In his speech, Dario Loison gave thanks to Gambero Rosso for the great work done so far; special thanks also went to his wife **Sonia Pilla Loison**, for her brilliant and creative mind, as the one who outfits all their products with a unique packaging; lastly, he thanked all those who admire Loison products and who have always supported and encouraged him to continue the pursuit of quality, expressing his appreciation for their “loyalty, because that is the first REAL prize”.

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During the award ceremony, **Dario Loison** had the opportunity to meet **Japanese Ambassador Masaharu Kohno** to whom he expressed a sincere appreciation for the culture and values of Japan, a country where Loison panettone cakes are in great demand (see press release "[Loison opened their doors to Japanese broadcasting company ABC](#)"); the Ambassador was very impressed by Dario Loison, he thanked him for mentioning his country and "admitted" that his mother loves Italian desserts, especially the Panettone, and he hopes to carry a sweet souvenir of pastry Made in Italy on his return trip to Japan. We have no doubt that it will be a Loison cake!

The award ceremony will be broadcasted some time in December on satellite channel Gambero Rosso (channel 411 on Sky).

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