

# Loison

PASTICCERI DAL 1938

The taste of Italy  
*made in Italy*

Press release #55 – December 19, 2013

## Loison's *Panettone Milano* at the Diocesan Museum of Milan

*At the second edition of "Natale nel Chostro", a 10-kg Loison Magnum Panettone was donated to the charity auction that was hosted by an exceptional auctioneer: Carlo Ottaviano*

For the second year in a row, the "[Natale nel Chostro](#)" (Christmas in the Cloister) event took place at the **Diocesan Museum of Milan** from 13 to 15 December. Rather than a show dedicated to Christmas, this was an opportunity for people to enjoy the traditions of the holiday season and to have a joyful time while discovering excellent Italian products. All in all, a celebration of family, solidarity and giving.

**Loison** also participated in this unique initiative, bringing not the usual panettone, but a special one: **Milano Panettone**, dedicated to the city it bears the name of. It is made by carefully and thoroughly selecting natural and fresh ingredients, such as locally-produced butter, cream and milk and the very precious Natural Vanilla from Madagascar; all skillfully combined according to the company's traditional recipe. The process cannot be rushed: it takes 72 hours for the dough to fully rise.

**Panettone Milano** was showcased in two formats: the classic 1-kg size and the imposing 10-kg **Magnum** that was donated to the charity auction in favor of the Diocesan Museum of Milan, to be sold by auctioneer extraordinaire **Carlo Ottaviano**, a journalist and actor of television documentaries, as well as a writer of essays on Italian food and wines.

And to top it off, Special [Blogger](#) **Barbara Torresan** undertook the role of "Food Ambassador" and presented all those who attended the event with Loison panettone cakes.

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