

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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The University of Gastronomic Sciences enjoy Loison products

A diverse group of 26 students from all over the world paid a visit to Loison to see first-hand the excellence of Venetian products. A workshop and a working lunch featuring the panettone cake as a special ingredient in recipes concluded the event

For a whole day, Loison in Costabissara was surrounded by a whirlwind of international guests. It happened on January 23rd when **twenty-six students from the University of Gastronomic Sciences of Pollenzo** - Bra (Cuneo), who are enrolled in the Master's Degree Program in Food, Culture and Communications, came to visit the company accompanied by their tutor Renato Nassini.

A group of students (18 females and 8 males) **as cohesive as they were diverse**: ages ranging **from 23 to 67**, hailing **from the four corners of the planet** – including Israel, Australia, Japan and Ecuador; their cultural backgrounds differed too, as well as their professions: there were journalists, chefs, consultants and teachers, all with one goal: learning about Italian food and wine.

The objective of the university's study tour was to learn more about some realities of the **Venetian culinary excellence**. For the province of Vicenza, the two that were selected were distillery Nardini (with a visit to the *Bolle* center designed by M. Fuksas) and **bakery Loison in Costabissara**, with a morning tour of the company.

Although all the participants spoke Italian, the official language of the meeting was English to facilitate the understanding of the details while visiting the various departments at Loison (production, packaging, shop, etc.). During the tour, **Dario Loison did not waste time** in telling his and the company's story of 75 years of reliability and credibility, of marketing strategies, of the carefully studied design created by his wife Sonia and of the superior quality of the raw materials used. The students responded with contagious curiosity and enthusiasm, getting more and more involved in a "**multi-sensory immersion**" among the scent of spices and the aromas of the freshly baked and tasted confections.

Upon conclusion, a **small workshop helped the students** - divided into diverse teams - **interact** through a dedicated Business Plan. This was followed by a **lunch at Qubò Restaurant**, located just a stone's throw from Dolciaria Loison, where on this occasion **the panettone cake** was not served for dessert, but **as an ingredient in some dishes** specially prepared by Chef and Patron Nicola Donatello: it is worth mentioning Bigoli al Torchio with Broccolo Fiolaro (a variety of broccoli), anchovies and Mandarin Panettone crumbs.

Then it was time for a gift from Loison, final greetings – with a little emotion - and one last run for the 26 students, this time en route to the *Bolle* center in Bassano for a taste of the spirits.

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