

# Loison

PASTICCERI DAL 1938

The taste of Italy  
*made in Italy*

Press release #14 – March 15, 2014

## Loison's Colomba flies to Brazil

*From Japan to Brazil, the number of people who wish to learn more about the secrets of Loison's products keeps growing. On March 10, staff from Italian restaurant Friccò located in Sao Paulo came to visit our company: their goal was to have a full-immersion experience focusing entirely on the production of Colombe and to learn more about the art of making a genuine, quality product, to disseminate the culture of panettone cakes in Brazil, to not only enjoy during Christmas, but at any time of the year.*

The atmosphere at Loison's headquarters is becoming more and more international: from the Rising Sun to **Brazil**, Dario Loison's products span the entire globe in the name of craftsmanship.

The last visitor was Marcio Kimura, a Food & Beverage Manager, who likes to think of himself as the right-hand man of **Sauro Scarabotta**, the chef and owner of **Friccò**, famous restaurant **in Sao Paulo, Brazil**. This locale, among other honors, was selected to be included in the "Italian Hospitality" circle of places where you can savor authentic Italian products, rendering a special thanks to the skill of the chef. Sauro Scarabotta is originally from **Gubbio**, as can be inferred by the name of his restaurant, Friccò, which is a traditional recipe consisting of mixed meat from there. In the restaurant, there is also a shop featuring artisan delicacies and in-house produced cured meats and bread that, at the end of 2013, won them the "Premio Paladar" for the Charcutaria Artesanal.

For Sauro and Marcio, the step from making bread to making panettone cake is a small one: this explains the mission of the company tour that began on March 10. Their aim was to better understand some of the artisan products made in our country, so they could then add them to their own restaurant and shop. When it came to confections, they chose Loison products: in Brazil, in fact, **artisanal panettone cake is not so well known** and in the domestic market one can almost exclusively find only industrial products. Marcio says "It isn't Panettone, it's bread with fruit." On March 10 then, he had a full-immersion experience entirely dedicated to the production of panettone's cousins, namely **Loison Colombe**, dove-shaped sweet breads. His interest revolved around learning more about the art of hand-making a high-quality product and understanding how to combine and balance the ingredients. Therefore, the first objective was to gain a deeper understanding of the Panettone culture, to be able to introduce it to Brazilian customers, both as a dessert and as an ingredient in recipes, thanks to the "magic" of Dario Loison and his blog Insolito Panettone, using Panettone in all sorts of dishes.

But when it comes to Loison products, the packaging plays an important role too: **carefully thought-out details** and glamor typical of the "**Sonia Design**" style are definitely the added value that the Brazilians, who also have good taste, will want to find in an Italian artisan product that is classy, unique and unparalleled.

In a scene where 70% of the restaurants in Sao Paulo have a very short life (2 to 3 years), the challenge was won by Sauro Scarabotto and Marcio Kimura with Friccò, established in 1997; thanks to their risk-taking courage and their passion for Italian cuisine, in Sao Paulo **Loison Panettoni and Colombe can be tasted not only for Christmas, but 365 days a year.**

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