

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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Confections were all sold out at Loison's stand during Vinitaly fair: over 200 kilos' worth of Colombe were handed out and tasted

The event proved to be a prestigious showcase for a small artisan company with a turnover of 6 million euros, 50% of which from sales abroad. Three Colomba varieties flew off the shelves: lemon cream, cherry & cinnamon and the Colomba with Late Mandarin from Ciaculli

“Sold out”: such was the outcome of Loison's experience at Vinitaly, the largest showroom dedicated to wine and spirits in the world.

The big event also proved to be a prestigious showcase for side exhibitors and the number one trade fair for the international wine industry with an attendance of more than 150,000 participants over four days. Not to mention Italy's **Prime Minister Matteo Renzi, who defined the Veneto region as “The locomotive needed to come out of the crisis”, while he was visiting Vinitaly. Loison, a small company located in Costabissara (VI) with a turnover of 6 million euros in sales per year (of which almost 50% from sales abroad), is one of those businesses that are pulling the train.**

Dario Loison said, *“The outcome of this trade fair went beyond our expectations: we sliced and handed out more than 200 kilos' worth of Colombe and Panettoni. We had the opportunity to confront and communicate not only with professionals, journalists, chefs, sommeliers and maître d's, but also with foreign operators and students who acknowledged the unique quality of our products, which are all made in the traditional way, with excellent ingredients and hand-packed.”*

What were the top rated confections? *“The public raved about three Colomba varieties: lemon cream, cherry & cinnamon and the Colomba with Late Mandarin from Ciaculli, a Sicilian product certified by Slow Food”*, Loison concluded.

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