

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #25 – May 14, 2014

Cibus 2014, Loison's friends and their sweet stories!

*Over the four-day event that took place in Parma, friends, journalists and customers got to see our latest collections for **Christmas 2014** and **Easter 2015** in the elegant early 20th century Pastry Shop entirely designed by **Sonia Pilla**. From **Canada** to the **Slovak Republic**, this is why people all over the world like Loison's Panettoni.*

Cibus 2014, the International Food Fair which took place in Parma on May 5-8, was full of excitement, encounters and emotions that created a very engaging atmosphere. For Loison, Cibus also represented a tempting and important opportunity to present the new **Christmas 2014** and **Easter 2015** catalogs to journalists, friends and customers. It all happened in Loison's elegant **French-Italian Pastry Shop**, entirely developed and designed by Dario Loison's wife Sonia Pilla. In there, one was reminded of the glories of early twentieth century, what with Aubusson rugs, chandeliers made of Murano glass, silverware and fine porcelain ornamented with the Loison brand name.

Many wonderful friends came to visit us, including **Barbara Amati**, Director of **Food & Beverage**, who found Loison's venue "even more stylish and with more character that I had expected, where the muted colors and soft lights bring intimacy and warmth to anyone who wants to enjoy what, in my opinion, is the best panettone cake, in all its varieties. Also – she continued - in these beautiful windows we can admire the finely crafted packages, where everything is calibrated. Year after year Sonia impresses us with her ability to always propose new and winning ideas."

Nick De Cicco, a longtime friend of the Loison family and co-owner, with his brother **Vito**, of **Iris Import** in Canada, made us feel much closer to his country, which has welcomed generations of Italian immigrants. Nick, along with his right arm **Antonietta Matera**, with his southern Italian accent mixed in with North American slang, told his story: "At the age of 18 months, I left Sannicandro di Bari with my family to come to **Canada**, where in **1967** my father founded "Iris", a small company that imports Italian products. In **1995**, almost twenty years ago, we decided to start bringing Loison's Panettoni to Canadian tables: by tasting this specialty, Canadians understand the significant qualitative difference that exists between it and a product of the large-scale distribution". What are the most favorite varieties there? "Definitely the fruity ones, such as Marron Glacé, Late Mandarin from Ciaculli and Tart Cherry. Moreover, thanks to the exclusive packaging style, we also teach our customers about new products and old Italian traditions, such as the Easter *Colombe* - that we call *doves*."

Martin Müller, key account manager of **La Mercantile Slovakia**, also loves Loison Panettone and he has been working with Loison for **more than 10 years**: "For me, it is the best, because it is a product of craftsmanship that over time has never let its customers down, neither in terms of quality nor in terms of exterior presentation. It is a carefully crafted confection that at Christmas makes us dream!" What is Slovakia's favorite variety?" The 10-kg Magnum, no doubts!"

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To experience Cibus 2014, click on the following links (audio in Italian):

You're invited to Cibus 2014 <http://youtu.be/b90YdUCTXwY>

Sweet Loison moments <http://youtu.be/8F2bJTMMP2U>

Loison: good, beautiful and useful! <http://youtu.be/JWiu-MpN3f4>

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