

From America to Italy: Chef Giuliano Hazan meets Loison Panettone

The son of Marcella Hazan was in the Veneto region with the students of his cooking school. They visited Loison and all raved about the truly artisan Panettone we make. After touring Loison, they moved on to a few more of the best food and wine businesses of the Veneto.

Giuliano Hazan, son of Marcella Hazan - “the Godmother of Italian Cooking” - and famed author of best sellers such as *How to Cook Italian*, spent a few days at the beautiful Villa della Torre in Italy where he set up his Cooking School for a week of total immersion in Italian cooking lessons and food & wine tours of the Veneto region.

Giuliano, who are your students?

«They are simple Italian cooking enthusiasts who want to experience the “made in Italy” more fully and thoroughly. For me, it is important to introduce them to artisan Italian products and the true artisans who are behind the products, as is Dario Loison: he puts love into his work, because his is a life passion».

How long is this experience and what establishments do you visit?

«Between Italian cooking lessons and field trips, the whole experience lasts about a week. In the coming days, we will visit an *acetaia* to show how traditional balsamic vinegar is made and stored in barrels. We will then visit an old rice mill, where rice continues to be processed with pestles, followed by a visit to a dairy farm to learn about the real *Parmigiano Reggiano*. In addition to that, we will tour wine cellars, of course».

Shortly, the taste of Italy made in Italy.

«Right! Only this way do we experience the great quality of what’s “Made in Italy”, the work behind the scene and the passion fueling Italian artisans. When my students go back home, they will have learned the added value and they will not think of these products in the same way again».

It isn’t the first time that you have paid a visit to Loison in Costabissara: what is your favorite Panettone cake?

«I have more than one! Let’s say that, among my favorite, are the Panettone with Prosecco wine and the one with Torcolato wine: they’re phenomenal!»

Have you ever thought of creating a recipe featuring Panettone as an ingredient?

«I hadn’t thought of making one, but I believe it to be a wonderful idea to create something great!».

Being the son of a famous mother comes with great responsibilities: what is the most important piece of advice that your mother Marcella ever gave you?

«My mother always used to say: be true, both in everyday life and in the kitchen!».

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #29 – July 12, 2014

Press Info:

press@loison.com

Eleonora Pontello +39 0444 557844

Giulia Marrucelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com - press.loison.com

www.insolitopanettone.com

