

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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Our 2014 Christmas Collection debuted at Villa Canal

*For the first time in the Veneto region, Loison showed off its new **2014 Christmas Collection** at the **Slow Oil & Wine** event that took place at a beautiful Palladian-style villa on August 31, 2014 in Grumolo delle Abbadesse.*

This last Sunday in August, a warm and sunny day, marked the end of the summer with an event entirely dedicated to wines and oils from the Berico Hills, thanks to Slow Food and its “[Slow Oil & Wine](#)”. The magnificent [Villa Canal](#) in Grumolo delle Abbadesse (VI), a 17th century Palladian-inspired mansion, was the magic backdrop for the event that gathered dozens of oil, wine and handicraft producers who welcomed with each of their specialties a large international crowd of curious people, eager to know all the secrets of the trade.

In the morning, Loison’s stand was soon stormed by people who wanted to see the all-new **2014 Christmas Collection**, showcased in the Veneto region for the first time. The new collection is entirely dedicated to a few of the great Italian masters: **Andrea Palladio** for architecture, **Antonio Canova** for sculpture, and **Giambattista Tiepolo** and **Giovanni Battista Zelotti** for painting.

The new [2014 Christmas Collection](#) is indeed the result of intensive work. Along with the excellent ingredients (the **Good**), the obsessive attention to detail in the packaging (the **Beautiful**) and the second destination of the package (the **Useful**), Dario Loison and Sonia Pilla decided to add another advantage to the already perfect creations made by Casa Loison: the [Artistic Value](#).

The new Loison packages were planned out and designed by **Sonia Pilla**, whose personal tribute went to **Venetian Art**; all this also thanks to the invaluable contribution of architect [Flavio Albanese](#) who gave his permission to draw from his precious personal library.

A special coincidence that made people appreciate even more the wonderful Panettone and Magnum cakes fresh out of Loison’s ovens.

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