

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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Relaunching *Insolito Panettone*

*Our portal went from a blog to a genuine **Magazine** with plenty of space dedicated to cooking, thanks to experienced **chefs** and to our loyal bloggers. The latest additions are the **Museum** and the **Library** sections where we can all create, breathe and spread culture.*

September brings you the latest from Casa Loison. Let's start with the new Insolito Panettone portal, which has been renovated both in **style** and in **mission**. No longer just a blog, it is now a genuine cuisine-centered **magazine**, thanks to the contributions of the experienced **chefs** who have been working with Loison for years, as well as to the recipes of the most loyal **bloggers** who follow us through the **contests** we organize.

Lots of space has been devoted to **Loison's Museum** and **Library**: Dario Loison has been an avid collector for years and, thanks to his perseverance and passion, he has brought home many examples of Panettone-related objects, as well as pastry-making items. It was his passion to lay the foundation for Loison's Museum and Library, which feature a rich historical archive of postcards, antiques and books on the history of baking and pastry making. A place where we can all create, roam and spread the culture.

But in the kitchen of *Insolito Panettone* there's room for everyone!

The section we called **Your Recipes** will be the kingdom where you can publish your own innovative and classic recipes alike. What matters is that they reflect who you are. Send your recipes and pictures to web@loison.com and remember that the main ingredient must be Panettone!

Your Museum is entirely dedicated to you and your valuable contributions through historical postcards, newspaper footage and antiques: send your pictures and your stories about these mementoes to web@loison.com.

Because **Modern Pastry** is the result of a perfect blend of **Tradition and Innovation**.

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