

# Loison

PASTICCERI DAL 1938

The taste of Italy  
*made in Italy*

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## Prestigious Parisian award goes to Loison's Panettone

*The 2015 Coq d'Or Award, a coveted award from the prestigious **Guide des Gourmands**, was given to Dario Loison, **the only Italian** winner, for his irresistible Panettone. The event was held on September 15<sup>th</sup> at the Terrass Kardinal in **Paris**.*

A Panettone is assuredly worth a golden egg! This September 15<sup>th</sup>, during the event organized by the prestigious Guide des Gourmands in Paris, a select audience of experts unanimously awarded Loison with the **2015 Coq d'Or** (Golden Egg Award) for its irresistible products. Coming from the French, this means more than just a compliment!

**Guide des Gourmands** is a prestigious guide that includes small producers of excellent products, both in France and in Europe. Loison has been included in this guide **since 2012**, but received the 2015 Coq d'Or award for the first time and was **the only Italian participating winner**. The ceremony, which took place in Paris, at the charming Terrass Kardinal, was accredited to an impeccable arrangement, led by Elisabeth de Meurville who is also an admirer of Loison's Panettone cakes.

A dozen small niche producers were awarded after having been carefully selected. They ranged from a Charcuterie, for its potato and eel pâté, to an organic farm that produces "camembert fermier bio", and from an artisan firm that produces cured meats in Barcelona, Spain, to the sweetness of Loison's products from Italy. Not only was Loison awarded for its **Panettone** - described by the jury as "irresistible" - but also for its **Colomba** and small **pastries**, which also enjoyed their moment of glory.

Dario Loison was very extremely thrilled as he hurried to Paris, where he experienced first-hand the enormous respect the French have for healthy Made-in-Italy products. To them, Loison produces the top of the line, noteworthy confections. Loison's award was presented before an audience of specialized press, experts, Michelin-starred chefs and food industry distributors. For Dario, this was an intense moment of professional gratification, a testament to his exemplary and virtuous work. His excellent products, along with his broad strategic vision that goes beyond the routine day to day business, were fully recognized on this special occasion.

At the end of the ceremony, Loison paid homage to all the attendees with a *petit cadeau* and a tasting of the following varieties of Panettone: **Classic, Tart Cherry & Cinnamon, and Late Mandarin from Ciaculli**. Namely, *les Trois Rois à Paris!*

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