

## Salone del Gusto: Loison's strength is in the use of Slow Food products, company also wins Slow Pack 2014 award

*Upon conclusion of the event that took place in Turin, we made time to take stock: we served over 100 kilos of Panettone and won an award in the **Chain of primary, secondary and tertiary packaging** category, "for the ability to express the history of the product with elegance and sophistication across all types of packaging."*

100 kilos of Panettone were not enough to satisfy the palates of all who came to visit us at **Salone del Gusto**, the international event that took place in Turin on October 23-27, 2014.

Loison's stand was set up in the style of "**Sonia Design**" and was taken by storm from day one, as visitors lined up to taste the unique flavors of Loison's Panettone cakes. Once again, the public did not fail to appreciate the work and passion of our workshop located in Costabissara (VI), where we use Slow Food **ingredients**, a key to our strength. Late Mandarin from Ciaculli, Chinotto from Savona, Pistachios from Bronte and Mananara vanilla from Madagascar are unique, premium ingredients that have been used by Loison since the 2000s.

During this year's event, Loison was recognized for its packaging, which is not only beautiful down to its smallest details, but is also a communication tool that thoroughly and effectively convey useful information to customers. Inasmuch that Loison earned the **Slow Pack 2014** prize, in the Chain of primary, secondary and tertiary packaging category, "for the ability to express the history of the product with elegance and sophistication across all types of packaging."

Many friends came to visit, including journalists, bloggers, friends and fans from Italy and abroad, even from South Africa. Over **100 kilos of superb Loison's Magnum-sized cakes** were served at this sold-out event, including one weighing 10 kilos! The varieties that people favored were the Late Mandarin from Ciaculli, the Tart Cherry and the Fig. But people also raved about the Classic Panettone, one of the most traditional flavors. The intriguing Licorice and Saffron Panettone pleased the most sophisticated and demanding palates, already accustomed to Loison's products.

Next appointment is with the **Merano Wine Festival**: join us on November 7-10 for lots of delicious new products!

### Press Info:

[press@loison.com](mailto:press@loison.com)

Eleonora Pontello +39 0444 557844

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

[www.loison.com](http://www.loison.com) - [press.loison.com](http://press.loison.com)

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