

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #40 – November 17, 2014

Milan couldn't get enough of Loison's Panettone: Gualtiero Marchesi was taken in by its deliciousness too

Dario Loison has been getting busier as the end of the year approaches. His latest appointments took him to Milan, where on November 10 he attended "Let's meat again" and his Magnum-sized Panettoni went like hot cakes. On November 12, at "Vivaio meets Food", even maestro Marchesi was taken in by the excellence of the Panettoni.

Last week, Loison Panettone was a key player at two events that took place in **Milan**. The themes of both events reflected the Milanese tradition and gastronomic excellence.

On November 10, [ItaliaSquisita](#) sponsored an evening that centered on premium meats. The event was called **Let's Meat Again!** and it took place inside the Bertini Foundation in Milan. It was a feast featuring top-quality meat-based dishes prepared by great Italian chefs. This was also the perfect venue for the presentation of the book titled "**Libro di Festa a Vico 2014**" (Feast in Vico 2014) and for concluding the evening with the first-rate sweetness of the **Magnum Panettoni** offered by charismatic **Dario Loison**. Both the Classic and the other premium varieties of Panettone cakes were portioned out and quickly snapped up. When this happens in Milan, it's no trivial matter! Successful was also the one-of-a-kind packaging that "[Sonia Design](#)" created.

On November 12 at Blend Tower, the meeting **Vivaio meets Food** organized by [Expop](#) was held to promote Milan as the World Capital of Food, in view of Expo 2015. With the compelling presence of **Maestro Gualtiero Marchesi**, the opportunity was open to brainstorming together with the protagonists of the food world to develop the culture of food beyond all borders. **Dario Loison** was also one of the main speakers. He presented his [vision](#) on the **evolution** of the Panettone cake, no longer seen only as a Christmas dessert, but **removed from its seasonal connotation** and available all year round. That wasn't all: thanks to Loison-patented Panettone powder and cream, the sweet bread was not tied to the usual clichés, but seen as a **versatile** product.

Over the buffet, Dario Loison and its creations were once again the center of attention. The Magnum-sized varieties of Tart Cherry and Late Mandarin Ciaculli Panettoni disappeared fast. The new Art collections for the Christmas 2014 line were also highly appreciated. Even **Maestro Gualtiero Marchesi** was taken in by the fragrance and softness of both Panettone varieties.

All the attendees received a sweet memento: a variety of Loison's mini Panettone - either Classic, Tart Cherry or Chocolate - because Loison's sweetness should not only be a memory, but also a delight to take home!

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