

It's January, time to take stock: here are Loison's numbers

We have just concluded a year full of projects that we were able to carry out without any delay or hitch. Below are some figures and data that testify to all the work we accomplished in 2014: brilliant ideas that delivered facts. Because Loison knows the value of words!

1 A Model of Innovation showcased in Google-powered project

2014 started off with Dario Loison relating his experience of extraordinary entrepreneurship in the scope of the project called "**Eccellenze in digitale**" (Excellent businesses in the digital world), which was delivered on a **Google** platform. Furthermore, Loison has increasingly been asked by business groups and students to show them how the company works and to hold **lectures** at universities.

2 Dedicated to confectionery are Loison's Museum and Library of Taste

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.

3 International awards

Year after year, Dario Loison reaps the fruits of his work, which has been recognized by the awards he has received: 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. On the occasion of the **Salone del Gusto** event, Slow Food awarded Loison with 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". During the **Innovarea** event, the "**Significant Business 2014**" award was given to Loison and to other enterprises, whose shared goal was to lead a new renaissance, relying on **Italy's artisanal, civic, cultural and natural heritage**.

4 Portals to promote Loison's confections

Loison.com is our newly renovated corporate website, now with more information than ever. To contain and show all that Loison is about, we have also added other channels to distribute our flow of information. **Loison's Press** portal is addressed to journalists, bloggers and all those who wish to stay current on events revolving around Loison. **Insolito Panettone** is the area dedicated to food and wine. No longer just a blog, this is now a genuine cuisine-centered **magazine**, thanks to the contributions of experienced chefs and loyal bloggers. Finally; we have introduced an online **Shop** that meets in a practical way all the needs of our customers.

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #1 – January 18, 2015

5 New collections: the Art of Taste, the Taste for Art

Last year saw the debut of an additional advantage to Loison's products: the **Artistic Value**. Along with the good, the beautiful and the well-made, **Sonia Pilla** paid her personal tribute to Venetian art with the **2014 Christmas** collections dedicated to a few of the great masters: **Andrea Palladio** for architecture, **Antonio Canova** for sculpture and **Giambattista Zelotti** for painting.

6 International trade fairs: we never miss one!

Among all forms of business communication, the **trade fair** is the oldest and, at the same time, the most modern. This past year, we attended some of the top national shows, including **Taste, Vinitaly, Cibus, Salone del Gusto, Merano Wine Festival, Milano Golosa** and numerous other local events.

These **facts, figures and dates** are an actual testament to why Loison is an **excellent, reliable and reputable** confections' maker. And it wishes to remain so, adding something more year in year out, because everything can certainly be perfected.

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