

Loison

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The taste of Italy
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Loison's *Veneziana*, a beautiful and delicious sweet bread showcased at VICENZAORO January 2015

On January 23-25, Vezzaro Gioielli hosted a special tasting of a traditional Venetian sweet bread. This took place inside their booth at the Vicenza gold trade fair during the “Veneto, un gioiello di terra” (Veneto, a jewel of the earth) event.

The **January 2015 edition of VICENZAORO** that took place at the Fiera di Vicenza exhibition rooms was an opportunity to share the great beauty of the Veneto within the framework of the event called **Veneto, un gioiello di terra. Luxury Jewels meet Food and Wine from the Venetian Region.**

Sponsored by the Gold and Silver Section of Confindustria Vicenza (the Italian association of entrepreneurs) on January 23-25, the booths of gold and silver companies housed outstanding food and wine products from Veneto, paired with samples that perfectly combined style, culture and delicious cuisine.

Loison was a guest of **jewelry makers Vezzaro**, whose beautiful stand was the perfect setting for a tasting of a traditional Venetian dessert. We are talking about the **VENEZIANA**, a sweet bread of popular origins, enriched with the products, such as sugar and spices, that came to Venice for centuries from overseas. The sweet bread was thus raised to the status of a **noble cake**, served on the richest tables. Two varieties were showcased: **Veneziana al Mandarino**, featuring candied peel of Late Mandarin from Ciaculli (a **Slow Food product**) and **Veneziana Amarena e Cannella**, featuring cinnamon and tart cherry grown on the Euganean Hills. Next to the elegant jewels created by Vezzaro, people could admire Loison's products, whose beautifully crafted packaging is designed by Sonia Pilla. The unique style she created for the Venetian cake wrapping features images that evoke the atmosphere of the lagoon. A touch of class is offered by the ribbon holder, a coin especially minted, similar to the ancient “**osella**” that the Doge gave as a gift to the highest ranking nobles.

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