

Press release #5 - February 11, 2015

Guests from Canada and from the ice cream industry get to see how Loison's confections are made

Students and industry professionals came to see how a **truly artisan Colomba** is made at **Loison**. The first group came over from the **Culinary Institute** of Vancouver Island University on January 22^{nd} , while the second group, consisting of ice cream makers of artisan shop **Ciokkolatte** - arrived on February 4^{th} for a full immersion into taste.

The interest in touring Loison headquarters in Costabissara, from the part of students, businesses and industry professionals alike, continues to grow. On January 22nd, Martin Barnett, Head of the Professional Baking Program of the <u>Culinary Institute</u> at Vancouver Island University, came for a visit. After a fruitful meeting with Dario Loison during the <u>Terra Madre</u> event, Martin Barnett continued on with his tour of Europe. His journey lasted three months and included a study of Italy's culinary traditions, featuring local specialties that bespeak of the country, just like Loison's confections.

Barnett had the opportunity to see first-hand how **sourdough** is obtained from the natural fermentation of simple ingredients. With its acidic scent and aftertaste, the sourdough becomes the fresh yeast that is used daily in the various lines of production. At the end of his visit, Barnett created the Facebook page **In Search of the Perfect Loaf** to relate his experience.

On February 4th, young ice cream makers Alessandro Baldinazzo, Lorenzo Zambonin and Guido Zandonà, from artisan ice cream shop <u>Ciokkolatte</u> in Padua, immersed themselves in the highly fragrant, <u>precious ingredients</u> that enrich Loison's products. Late-Mandarin from Ciaculli, Chinotto from Savona and Mananara Vanilla from Madagascar (all included in <u>Slow Food</u>'s Ark of Taste catalog) are regularly used in Panettone and Colomba making. The young ice cream makers' goal was to search for a new flavor to add to their latest ice cream selections. Showing great admiration for Loison Museum and Library, the Ciokkolatte ice cream makers had the opportunity to fully understand the long-standing artisan tradition of pastry making and to see all the passion behind the making of a simple sweet bread by Loison: always with an eye on the past and focus on the future.

Press Info:

press@loison.com Eleonora Pontello +39 0444 557844 Giulia Marruccelli +39 347 0452739 Dario Loison +39 348 4106615 www.loison.com - press.loison.com www.insolitopanettone.com

