

# Loison

PASTICCERI DAL 1938

The taste of Italy  
made in Italy

Press release #10 – February 3, 2015

## Loison's *Colombe* fly to the Taste fair!

*On March 7-9, we will travel to the beautiful city of Florence and attend the **Taste** fair, where numerous food-themed events will take place. Samples of our special varieties of **Colombe** will be available for tasting. We will also participate in “**Il Cenacolo del Gusto: Borgo Ognissanti va Fuori di Taste!**” and in “**#toflorencetotaste**”.*

The Italian fair **Taste**, with its tantalizing events and tasting opportunities, is fast approaching. Mark your calendar and come see us at our **Stand C42**, where you'll be invited to taste the delicious and ever more intriguing varieties of our sweet **Colombe**: Tart Cherry & Cinnamon, Late Mandarin from Ciaculli, Peach with Hazelnuts, and Lemon.

At the **Taste Shop**, you will find the dove-shaped cakes of our **Rococo Collection** (size 500 grams – 17.64 oz.) in the following flavors: Late Mandarin from Ciaculli, Tart Cherry & Cinnamon and Peach with Hazelnuts.

On the occasion of the 10th edition of the Taste fair, Loison will also attend “**Il Cenacolo del Gusto: Borgo Ognissanti va Fuori di Taste!**” (a tasting event taking place down Borgo Ognissanti in Florence). On March 7-9, visitors of the **Vinoutlet** point of sale will have the opportunity to taste free samples of our wonderful **Colombe**.

On March 7, Loison will participate in the **#toflorencetotaste** event held at **Plaza Hotel Lucchesi**: from 7:30pm to 9:30pm. We will be serving delicious Panettone-based finger food and our sweet **Colombe** during the exclusive ‘Apericena’.

Meet us at Taste: don't miss this special fair!

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