

Loison

PASTICCERI DAL 1938

The taste of Italy
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Press release #12 – March 27, 2015

Great success at *Vinitaly*: thank you!

Several pounds of Colomba cakes to please all the visitors. The Verona festival once again proved to have a strong impact. The space was doubled thanks to a new stand.

The latest edition of Vinitaly, the international wine & spirits exhibition, has just ended and once again the event has proven to have a strong impact on the public.

With a **new stand that doubled the space**, this year we had the opportunity to reserve a secluded section of the B2B area. There is where we received customers, the press and our most loyal friends, in a unique setting created by **Sonia Design**'s impeccable style.

During the four-day event, our reception area was literally taken over by curious visitors, friends, fans and young students. Every day, **several pounds of Colomba cakes were handed out**.

What were the varieties that people liked the most? First was the **Lemon Colomba** with its fresh citrus notes that satisfy every palate. The **Peach Colomba with Hazelnuts** moved quickly too, what with its delicate and lingering flavors.

Much appreciated were also the individual-size **cookies**, which can easily fit in anyone's pocket. They are made with butter and Mananara vanilla from Madagascar (a Slow Food Presidium).

In thanking all of those who attended this event, and that reward us every day with their loyalty, we hope to see you on May 3-6 at Stand G12, Pavilion 3 of **TuttoFood** in Milan.

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

