

# Loison

PASTICCERI DAL 1938

The taste of Italy  
made in Italy

Press release #6 – February 13, 2015

## Over a thousand Loison Macarons for the grand Infusion event

*The event held at the **Bisazza Foundation** on February 11th was organized by **Lorenzo Cogo**, Michelin-starred chef from Marano Vicentino, with the participation of **5 more young international chefs**. In addition to the 'Macarons', both **Colomba cakes** and **Panettone ice cream** flew off the shelves. This was followed the next day by a guided tour of Loison's headquarters.*

An appropriate dessert for an exceptional event: that's how Loison described the "Infusion" event that took place on February 11th at the Bisazza Foundation in Montecchio Maggiore (VI). The following six young award-winning chefs participated in the event: **Daniel Burns**, new rising Michelin-starred chef of "Luksus" in Brooklyn, NY, USA; **Thiago Flores**, executive chef at "Paris Bistrò" in Rio de Janeiro, Brazil; **Virgilio Martinez**, executive chef and owner of restaurant "Central" in Lima, Peru; **Paco Morales**, chef at "Noor" in Cordoba, Spain; and **Yoji Tokuyoshi**, former sous-chef of Massimo Bottura, who has just opened his own restaurant in Milan, under his family name "Tokuyoshi". Naturally, the culinary sextet wouldn't be complete without Michelin-starred chef **Lorenzo Cogo** from Marano Vicentino, owner of El Coq and organizer of the event.

During the evening, a dozen hands collaborated to create a menu that combined the expertise and passion of the participating chefs, a unique opportunity to try six international and contemporary cuisines in a real "kitchen session".

The lengthy festival ended on a sweet note with over **1,000 Macarons courtesy of Loison**: they were arranged on lovely tiered displays to preserve their freshness. There were three delicious varieties in three delicate colors: **Lemon, Late Mandarin from Ciaculli** and **Licorice & Saffron**. Just like the three famous varieties of Loison Panettone cakes that year after year people cannot get enough of, Loison Macarons conquered not only the tastes of 300+ guests, but especially the participating chefs, who enjoyed these delights, along with **Loison Peach Colomba with Hazelnuts** and **Panettone ice creams**.

The next day, overwhelmed by Dario's energy and enthusiasm, all six chefs were flattered to visit Loison's headquarters in Costabissara, where they were greeted and shown the secrets of Panettone making. The chefs had the opportunity to see first-hand the precious fragrant ingredients and to admire the sourdough used to prepare Loison's Panettone and Colomba cakes. The chefs then rushed to the airport so they could go home, all the while carrying with them a sweet souvenir from Loison!

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