

# Loison

PASTICCERI DAL 1938

The taste of Italy  
*made in Italy*

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## Boston University students discover Loison's confections

*On March 13th, young US students of the “The Italian Food Industry” course directed by Prof **Michele Bianco**, came to visit Loison, a “Business Model in the Food Industry” of the Luxury segment.*

The frequent requests for visits from the part of associations, universities and companies bring great satisfaction to Loison.

The most recent opportunity to receive a group was on March 13<sup>th</sup>, when students of the Padua academic center of the [Boston University Study Abroad Program](#) came over for a tour of the company. A small, but diverse group of young students, enrolled in “**The Italian Food Industry**” course taught by **Professor Michele Bianco**, enthusiastically participated in the visit to Loison, a “**Business Model in the Food Industry**” in the Luxury segment.

Coming from different states (Maryland, New York, California, New Jersey, just to mention a few) and from different majors (Marketing, Finance, Hospitality, Fashion, Psychology), the young adults showed to be deeply interested in the true ‘Made in Italy’ culture and in artisanal products. They asked precise questions on the origin of the ingredients used, on the production process, sales channels and marketing.

A sweet tasting break made it possible for all the students to more clearly understand the craftsmanship of Loison's products. They had slices of Panettone, served in the more traditional way, as well as in innovative ways in the form of *Macarons*. For some of the students, this was their first taste of Panettone.

Much interest was also directed to the packaging, especially during the tour of Loison's **packaging** department, where everything is still done **entirely by hand**.

Heartfelt thanks go to Prof. **Michele Bianco** for his valuable collaboration and, most of all, to **Olivia, Riccardo, Deepak, Sarah, Jacqueline, Matt** and **Margaret**: with the hope that this Italian tour will also be remembered as a sweet experience. We wish them to be accompanied by the sign of Good Taste in their future endeavors.

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