

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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Head to Tuttofood to find out what's new for 2015

*The top food industry exhibition will be held in **Milan** on **May 3-6**. Tuttofood is an international showcase that will give Loison the opportunity to present its **Christmas 2015 Collections** and its **new line of cookies**, in an exclusive venue that evokes the splendor of past pastry shops. Back again will be the special dinner event with Chefs **Danilo Angè, Enrico Bartolini** and **Fabrizio Ferrari** with their unique **Panettone-based menu**.*

Only a few days are left before the opening of **Tuttofood 2015**, the biennial exhibition dedicated to the food industry for B2B. The event will be held from May 3rd to May 6th and will take place at **Fiera Milano**. Loison will be there to showcase its products at **Stand G12 F13, Hall 3**.

We look forward to welcoming you in our exclusive Stand, a venue that evokes the splendor of **early-1900s pastry shops**. Over **70 square meters** of carefully designed space, from the interior arrangement to the prized period libraries. The space will be illuminated by **Murano glass** chandeliers and will be embellished by **Aubusson carpets**. The stand was entirely developed and designed by Loison's Art Director **Sonia Pilla**. She is the firm's creative mind, who signs her creations with "**Sonia Design**", the impeccable style that sets Loison apart.

Dario Loison, on the other hand, takes care of the goodies His talent, vision and passion make it so he can anticipate trends and come up with new ideas. He will be at Tuttofood to present Loison's latest **Collections for Christmas 2015**, with yet another amazing and unique line of beautiful products, alongside the latest line of **Cookies** featuring new **packaging**.

Loison's friends will also be invited to attend '**Insolita Cena**', a specially organized dinner. This year, chef friends **Danilo Angè, Enrico Bartolini** and **Fabrizio Ferrari** will create a one-of-a-kind multisensory experience, telling a fascinating story that draws from practice, creativity and innovation. The common denominator will be Panettone, presented in all its forms: **Dust, Cream, Cubes** and **Macaron!**

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