

# Loison

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Press release #4 – January 30, 2015

## The Italian ambassador in Helsinki receives Loison's signature *Latta*

*On January 15-18, Matka - the largest travel trade fair in the Scandinavian Peninsula - drew 70,000 visitors. This was a great opportunity for the Vicenza delegation to promote a few food and wine specialties from the Berico area. The highlight of the event was the meeting with the Italian ambassador in Finland, Giorgio Visetti.*

The **Nordic Travel Fair "Matka"**, which is the largest event of the travel trade in Northern Europe, was held in Helsinki, Finland, from 15<sup>th</sup> to 18<sup>th</sup> January 2015.

The Italian pavilion comprised a booth that had a Berico Hill flair to it: the aim was to promote Vicenza's food and wine specialties. This is where Loison and other partners joined in to showcase and introduce: the Wine Road of the Berico Hills, the Golf Club of the Berico Hills in Brendola, Park World Tour Italy, La Pria wine makers in Alonte and the 3 Lasagne vacation home in Lonigo.

**Gabriele Viale**, who coordinated and headed the Vicenza delegation, said: *"It was a major event that drew almost 70,000 visitors and 1,000 exhibitors from 86 countries. The highlight was the meeting of the delegation from Vicenza with the **Italian ambassador in Finland, Giorgio Visetti**. During the presentation of the upcoming Expo Milano 2015, the ambassador was gifted with products from the Berico region. Furthermore, to promote products of and opportunities in the Vicenza province, an evening of wine tasting with 16 Finnish forward thinkers was also organized."* Giorgio Visetti received **Loison's signature Latta** as a gift. This is a special tin box with images inspired by the works of sculptor **Canova** and is part of the **Art Collections** that **Sonia Pilla** dedicated to a few of the great Italian masters: Andrea **Palladio** for architecture, Antonio **Canova** for sculpture, Giovanni Battista **Zelotti** and Giambattista **Tiepolo** for painting.

Dario Loison was very satisfied with how 2015 started. Attending the travel fair in Helsinki was very important, not only because of the prestige of the Matka Fair, but also because Loison's products are well known and appreciated in Finland, Loison's Panettone and Colomba cakes have been a staple on the shelves of Finnish department stores **Stockmann since 1999**, a chain renowned for its high-quality products.

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