

# Loison

PASTICCERI DAL 1938

The taste of Italy  
made in Italy

Press release #19 – May 12, 2015

## Loison joins a fun run in Lainate

*Loison's confections sweetened the 2015 edition of "I Cinq Casinott", a fun run held on May 1st in Lainate (MI). The 40-year-old race had people go through country roads and run by small barns used for storing farm tools.*

The 40th edition of the fun run "I Cinq Casinott" in Lainate (MI) drew numerous competing runners, as well as many volunteers involved in the organization of the event.

Everybody would like to be rewarded for their efforts. In addition to sharing **smiles** in an atmosphere of excitement and conviviality, the happy runners were greeted by **cookies** and **delicious slices of Colomba!** This was courtesy of confections maker and sponsor **Loison**, which welcomed all the athletes with their sweet treats. No exceptions: everybody, from excited children to older ones, got to taste a well-deserved refreshment.

The participants appreciated all the products that were offered: the individually wrapped treats, perfect as a delicious quick snack, all looked good. Their colors and abundance had people coming back for more! This time around, the choice was between hazelnut and cocoa cookies. But there's more: tempting slices of Colomba were also being handed out. The **fragrance of cherries** and the **delicate candied peach** of the dove-shaped sweet breads satisfied all palates. And the best connoisseurs saved their last bite for the icing and almonds!

Year after year, this fun race has been attracting new runners, reaching almost 5,000 participants. Loison was part of this year's edition with Easter sweet breads, delicious cookies and cute gadgets. We are talking about the pretty aprons and the little Easter eggs that gratified all the participants and enriched the atmosphere with joyful tradition.

### Press Info:

[press@loison.com](mailto:press@loison.com)

Eleonora Pontello +39 0444 557844

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

[www.loison.com](http://www.loison.com) - [press.loison.com](http://press.loison.com)

[www.insolitopanettone.com](http://www.insolitopanettone.com)

