

## The value of products made in Italy: Dario Loison tells his story

*On May 19th, economist **Marco Bettiol** introduced his latest book titled “**Raccontare il Made in Italy**”. The book focuses on the value of Italian products and how important it is to communicate this.*

Punto Ottico in Vicenza was the venue for a brilliant evening that focused on “**Saper fare e far sapere**”, expertise and communicating in business. The meeting, which was held on May 19th, 2015, aimed at explaining how important it is to tell about the culture that underpins the **value of Italian products**. The event kicked off with the presentation of economist **Marco Bettiol**'s new book titled “**Raccontare il Made in Italy**” (Telling about ‘Made in Italy’).

The meeting was chaired by **Luca De Pietro**, Professor at the University of Padua and at [VIU - Venice International University](#). Speakers included author Marco Bettiol, researcher of Economics and Business Management at the Department of Economic and Business Sciences of the [University of Padua](#); **Arduino Zappaterra**, President of [Corart](#) (Consortium for the Promotion of Craftsmanship); and **Dario Loison**, who described the development of his company from the end of the nineties. Back then, the Internet was still an unexplored world bearing great potential for communications, online sales and **disintermediation**.

In addition to the above speakers, **Giovanni Pierdomenico** and **Domenico Concato** at [Punto Ottico](#) told about their experience in the international arena, when they opened their prestigious shop in the heart of New York. The shop is successfully managed by their 25-year-old associate. They continued with a discussion on the great problem of **faux "Made in Italy" products**, a thorn in the side of real Italian artisans, who plan, design and implement their products entirely in Italy in each and every process.

Alberto, Sebastiano and Christian from [Ristorante 3 Quarti](#) sweetened the evening with a delicious and unconventional menu prepared on the spot. Every dish featured Loison Panettone:

- [ DiVino Panettone toast with marinated salmon, hazelnuts and yogurt lemon balm mousse
- [ Apricot & Ginger Panettone toast with pepper roast beef, watercress and ginger mayonnaise
- [ Parmesan risotto with anchovies, *burrata*, sweet and sour onion and Licorice & Saffron Panettone powder
- [ Panettone Macaron and Mandarin Panettone Shot with Moscato wine mousse

The dinner ended with a tasting of Loison's latest confection for 2015, namely **Chamomile Panettone**. Everyone said it was a well-balanced and finely executed sweet bread.

### 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)

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*made in Italy*

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