

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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Loison winks at Germany and Slovakia!

Two expos showcasing authentic Italian products were held in June in Fürth, Germany, and Poprad, Slovakia, respectively.

Both the traditional taste of the Classic Panettone and the Mediterranean flavors of the Panettone with Late-winter Mandarin from Ciaculli were highly appreciated.

Loison products are in high demand both in Europe and abroad, as customers want to learn more about the true taste of Italian specialties. On June 13-14, the **Fiera del Prodotto Italiano** (Italian products expo) took place in **Fürth**, about ten kilometers northwest of Nuremberg, **Germany**. With the sponsorship of **Il Nuraghe**, a shop specializing in the sale of Italian delicacies from Sardinia, Piedmont and Veneto - Loison definitely stood out with its spectacular packaging and premium products.

The attendees highly appreciated the Mediterranean flavors of the **Panettone with Late-Winter Mandarin from Ciaculli** (a Slow Food product) and the rich fruity flavors of the **Tart Cherry**. In addition to these, people enjoyed the **Marron Glacé** variety and the more traditional taste of the **Classic Panettone**.

On June 17-21, the **Pre Mesto** (grass-roots organization) of **Poprad, Slovakia**, held the **Viva Italia** festival. This was a wonderful opportunity for residents and tourists alike to enjoy, taste, buy and truly experience the food, wine, crafts and culture of Italy. A fair so important and valued that it was also attended by the **President of the Slovak Republic, Andrej Kiska**, by the **Mayor of Poprad** and by several other institutional authorities. Loison helped **Fabio Bortolini** of **Caffè Trieste** with the organization of his stand, where superb packages were displayed.

The **Classic Panettone** was the variety that won over the public, what with its authentic taste of Italian tradition, followed by the **Cookie** lines, in their newly designed tin boxes, and the assortment of **Veneziana** sweet breads.

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