

Brazilian business management students enjoy “o sabor” created by Loison!

The International Management & Leadership course held at CUOA in Altavilla Vicentina (VI) included a tour of Loison on July 16. There, students learned about the secrets behind artisan-made confections and had the opportunity to taste samples of the Italian baking tradition.

On July 16, a group of Brazilian students, enrolled in the International Management & Leadership course organized by the [CUOA](#) Foundation in Altavilla Vicentina (VI) from 6 to 24 July 2015, paid a visit to Loison. In partnership with the [International Business School](#) of Saõ Paulo, Brazil, this program promotes advanced training programs addressed to Brazilian managers who operate in global markets. The program includes collaborations with internationally renowned universities, such as CUOA Business School. Young graduates, managers and entrepreneurs alike, attend lectures focusing on key managerial skills and have the opportunity to tour foreign businesses.

The group of about 30 consisted mostly of students from Brazil and some from the USA, South America and the Arabian Emirates. They got to see Loison’s workshop and learn about production secrets, in line with the company’s strategy to be open to people. They learned that the production process alone [requires 72 hours of patiently waiting](#) for the sweet breads to be ready. They also listened to how premium ingredients, such as fine [Mananara Vanilla from Madagascar](#) - a Slow Food product - have been carefully selected and used by Loison since 2000. Finally, they learned about the use of traditional [sourdough](#) obtained by the natural fermentation of basic ingredients. It was a true multi-sensory experience!

Following the business tour, the participants got to taste Loison’s newest confections for 2015: Chamomile Panettone, with its exquisite fragrance of honey and pollen, the Licorice & Saffron Panettone Pops and the Panettone Macarons featuring Lemon cream, as well as candied peel of late-winter Mandarin from Ciaculli, another [Slow Food Presidium](#).

Upon completion of the tour, which included a stop at Loison [Museum](#) and at Loison [Library](#), everybody received a little surprise in the form of a mini sweet bread, to remember the true taste of the Italian baking tradition!

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