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Loison Panettone lands in London!

Great success of the Milano Collection of traditional Panettone at the Speciality & Fine Food Fair, UK's leading showcase of food & drink that took place on September 6-8 in London Olympia. The classic sweet bread sports unique packaging that bespeaks of Made in Italy excellence.

London is one of the most cosmopolitan cities in the world. There, different cultures meet and mingle, creating new styles and trends. This is also true for the food industry, thanks to one of UK's leading showcases of fine food and drink, namely the [Speciality & Fine Food Fair](#). The 2015 edition was held on September 6-8 at [London Olympia](#), in historic and bright buildings designed by architect Henry Edward Coe in 1886.

Speciality & Fine Food Fair was an important opportunity for Loison to proudly showcase its products at the stand of [The Fine Cheese Co.](#), a prestigious customer for Loison since 2010. The exhibitor showcased not only its premium British, French and Italian cheeses, but also some delightful Italian confections, including Loison Classic Panettone and Pandoro cakes.

It was a source of great pride for Loison to introduce to an international audience an excellent artisanal product such as traditional Panettone. It was also an opportunity to show that the tremendous difference in quality is given not only by using carefully [selected ingredients](#) (including many Slow Food Presidia), but also by the 72-hour [rising process](#) that yields a light and high digestible product.

Visitors also highly appreciated the packaging of the [Milano Collection](#) with its subtle wrapping and the printed name that bespeaks of the 'Made in Italy' tradition.

See you at the 2016 edition then, to once more share with the public of Speciality & Fine Food the one-of-a-kind taste of Loison confections.