

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #35 – November 11, 2015

TV show *Melaverde* visits Loison for the third time

*On November 9-10, the crew of TV show Melaverde came to Loison's headquarters in Costabissara for their third visit. The crew had met Dario Loison for the first time in 2004 and then again in 2006, when the show was hosted solely by **Edoardo Raspelli**.*

Shooting and interviewing went on for two days, with Dario Loison and Sonia Pilla sharing their passion for what they do.

Ellen Hidding commented that those who come to Loison are not only tasting Panettone, but they're also diving into history, art and culture. "One can truly feel at home here, because this is indeed the home of Dario and Sonia"

Based on an idea by agronomist Giacomo Tiraboschi, TV show **Melaverde** was launched in 1998. It is now one of the flagship programs of Italian TV channel **Canale 5**, with 520 episodes to date. Hosted by **Edoardo Raspelli** who has taken turns with **Ellen Hidding** since 2010, the show takes its more than 2,000,000 viewers on a journey through Italy, discovering regional specialties and addressing topics that span from tradition to the culture of the Italian peninsula.

On November 9-10, the crew of *Melaverde* came to **Loison's** headquarters in Costabissara (VI) for their third visit, The crew of the TV show and Dario Loison had met for the first time in **2004** and then again in **2006**, when the show was hosted solely by Edoardo Raspelli.

The team of the TV show consisted of the beautiful **Ellen Hidding**, the talented and meticulous director **Michele Zito**, author Rudy, who carefully reviewed each step, the invaluable production manager Elena and a few other members, namely Christian, Luca, Mattia and Marcello. The crew went on shooting incessantly, highlighting all phases of production: from the preparation of the sourdough to the packaging of the finished products.

All the while, with her usual energy, Ellen Hidding recorded tasting moments that she summed up as follows: *"I knew what Panettone was, but I had no idea how intense the fragrance of freshly baked sweet bread was. Talking with Dario and Sonia - Ellen continues - I realized that this is a wonderful business reality, where passion and soul are totally poured into the products. I was also delighted by how welcome they made me feel at Loison's: if you shop here, you are not only buying a cake, you are also diving into history, art and culture. One can truly feel at home here, because this is indeed the home of Dario and Sonia."*

The crew then moved to Restaurant **El Cogo** in Marano Vicentino, where Michelin-starred Chef **Lorenzo Cogo** presented a variety of sweet and savory recipes featuring Loison Panettone. The chef talked about the versatility of the sweet bread, to include Panettone-based products such as the Panettone powder, which can be used as breading and as a decorative element to any dish.

We look forward to seeing the **Melaverde** show that will air some time in **December**. In the meantime, here is a small preview with a short [video](#) and a few snapshots taken backstage. Enjoy!

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