

Loison

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The taste of Italy
made in Italy

Press release #4 – March 16, 2016

Successful launch of the latest “Made in Loison” cookie lines at *Taste 2016*

*The delectable **Lemon Colomba** and **Peach Colomba with Hazelnuts** won over the increasingly demanding Italian and foreign public alike: 50 kilos’ worth of cake samples were handed out in three days!*

*The audience was also captivated by the new “Made in Loison” cookie collections: 12 incredible flavors available in impressive **packaging** designed and produced by **Sonia Design**.*

*See you at **Vinitaly** on April 10-13 and at **Cibus** on May 9-12.*

The 11th edition of **Taste**, the three-day Italian food fair held at the Stazione Leopolda in **Florence**, has just come to its highly successful conclusion.

Loison has been attending this fair for **five years in a row**. At the usual stand C42, tastings of **Lemon Colomba** and **Peach Colomba with Hazelnuts** were once again amongst the public’s top favorite. The large and educated Italian and foreign public alike are increasingly looking for products that meet their demand in terms of quality of ingredients and information. During the three-day event, **more than 50 kilos of Loison dove-shaped leavened cakes** were portioned and handed out.

New for 2016 at the *Taste* food fair were the latest “Made in Loison” **cookie collections** featuring **12 assorted flavors** available in three different lines. The intense fragrances and rich variety of the **Classici**, **Frutta** and **Meditazione** lines captivated the audience immediately, thanks to the superior quality of their ingredients. One of those is the **Natural Mananara Vanilla from Madagascar**, which is a **Slow Food presidium** used in the production of **Loison confections since the early 2000s**.

Sensational was also the innovative **packaging** designed and produced by **Sonia Pilla**. Under her own brand **Sonia Design**, she created the reusable elegant tin boxes decorated with romantic flower gardens and the practical packaging of the **individually wrapped cookies, sealed and guaranteed**. This latest concept was very much appreciated by the diverse audience who attended *Taste* and who understood the **real value of a “good and reassuring cookie”** that can be sold over the counter or offered with a cup of tea or coffee.

See you next time at **Vinitaly** in Verona on April 10-13 (pavilion Agrifood, stand A29) and at **Cibus** in Parma on May 9-12 (pavilion 6, stand D004).

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