

The International Business School of São Paulo, Brazil, returns to Loison for a business tour with a new group of students

*On January 13th, the "suave sabor" of Loison confections won over the palates of 20 South-American students and managers while on their business tour. Sponsored by the **CUOA Foundation in Altavilla Vicentina (VI)**, the visiting group got to see how efficient the **Loison's artisanal production** truly was. With global export numbers increasing yearly, the company's turnover reached the record number of over **8 million euros** in 2015: an increase of 10% from 2014, with nearly **50% in export sales** to over **50 countries worldwide**.*

It was exactly six months ago, on [July 16, 2015](#), that Loison had the pleasure of welcoming a group of about thirty students from [IBS](#), the International Business School of São Paulo, Brazil. The participants of the **International Management & Leadership Project** held at the [CUOA](#) Foundation in Altavilla Vicentina (VI) had the opportunity to participate in study tours abroad. The mission of the course was to show these young graduates, managers and entrepreneurs how to promote the internationalization of enterprises in their country.

Evidently, the "suave sabor" of Loison products, paired with Dario Loison's **visionary entrepreneurship**, struck a positive chord with both the IBS São Paulo and the CUOA Foundation. In fact, a second request to visit Loison with a new group of enrolled participants came in from the organizers of the abovementioned project. Hence, on January 13, 2016, Loison welcomed twenty students and managers, accompanied by their tutor from the CUOA Foundation. Half of the attendees came from Brazil, while a few hailed from Argentina and other nations. The business visit included a tour of the production departments, where participants could see firsthand how **premium ingredients**, such as [natural sour-dough](#) and [Slow Food products](#), were used to make Loison's artisan goods. The visit also included a tour of the packaging department, where the confections were all being **packaged by hand**.

Thanks to the great efficiency of a **proven artisanal production** "made in Loison", the participants were able to understand why Loison Panettone is in such high demand around the world. In 2015, the company's turnover **exceeded 8 million euros**, an increase of 10% from 2014, with nearly 50% in export sales to over 50 countries worldwide - from Australia to Canada, from France to Japan.

Upon completion of the study tour came the most anticipated moment: a tasting of delicious Panettone! Among the guests' favorite varieties was the Late Mandarin from Ciaculli (a Slow Food Presidium), with

its captivating Mediterranean flavors, followed by the Tart Cherry, with its fruity fragrances, and the Chamomile, with its lingering aftertaste. The latter Panettone variety was the new product for 2015.

Press Info:

press@loison.com

Eleonora Pontello +39 0444 557844

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com – press.loison.com

www.insolitopanettone.com