

France discovers Loison Panettone

*On October 10-12, French shop **Maison Moscati** in **Nantes** held the second edition of “**Journées Dégustation avec Panettone Loison**”.*

*Some of the most popular varieties were: **Marron Glacé**, **Chocolate**, **Mandarin** and **Tart Cherry**. The versatility of Panettone makes it an ideal ingredient in recipes and pairings, such as that with **foie gras**.*

Much appreciated were also the elegant packaging and the display gadgets.

It's a well-known fact that France is the cradle of good drinking and eating. With centuries of experience in royal banquets, where plenty of Champagne and Burgundy flow, the French are well aware of their supremacy in the food and wine industry. However, this has not stopped them from exploring beyond their borders, to see what delicacies are available on the other side of the Alps.

Italian gastronomy in France is only partially represented. Nevertheless, some shops are increasingly specializing in the distribution of Italian products that exemplify Italian traditions and regions. One of those shops is [Maison Moscati](#) in Saint Sébastien sur Loire, very close to **Nantes**. They've been importing Loison products since 2012.

On October 10-12, Madame and Monsieur **Christophe Treguie** held the second edition of “**Journées Dégustation avec Panettone Loison**”, featuring simple yet important events that attracted a constant flow of people throughout the day.

Entire days were dedicated to Panettone tastings at “Boutique Moscati” and “O Sole Mio”. The most sought-after flavors were: Marron Glacé, Chocolate, Mandarin and Tart Cherry, paired with French specialties. One for all: **foie gras**.

Events such as the ones organized by Monsieur Treguie are of huge relevance, because they help educate people on Italy's top culinary products. The French are discovering how versatile Panettone is. To the point that they find it irreplaceable even in some of their more traditional recipes. In addition to the *foie gras*, the pairings with **fresh cheese**, **preserved fish**, **Chantilly cream** and **black cherry** jam were very much appreciated. These are just some examples of how our cousins from across the Alps have understood and appreciated Panettone, not only as a Christmas treat, but also as an Italian specialty to enjoy all year round.

Everything was presented in an impeccable fashion, thanks to the sophisticated Loison packaging created by [Sonia Design](#) and to the [display gadgets](#) that the ladies were very fond of. These added additional value to the valuable products in the shop, and the French are fine connoisseurs of that concept!

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