

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #36 – December 4, 2015

Loison airs on Italian TV Channel 5 – Tune in to *Melaverde* on Sunday, December 20 at 11:55 AM Save the date!!!

Don't miss the show that will air on Sunday, December 20 on Italian TV Channel 5 at 11:55 a.m. Come celebrate Christmas on TV with the Loison family and the talented and beautiful TV hostess Ellen Hidding. There will be remote broadcasts with Michelin-starred chef Lorenzo Cogo from Restaurant El Coq in Marano Vicentino, where he'll present his Loison Panettone-based recipes.

Melaverde and Loison together again for the third time! This is a wonderful opportunity for **Channel 5** viewers and friends of Loison's to learn more about what it takes to create a truly artisanal Panettone. The episode was recorded on November 9-10, when 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 already met in 2004 and in 2006, back when the show was solely hosted by **Edoardo Raspelli**.

The shots were filmed in the production departments, in the packaging area (where all is done by hand) and, lastly, in the showroom, where **Dario, Sonia** and **Edoardo Loison** sat with **Ellen Hidding** to make a toast before a superb selection of Panettone cakes, wishing all the best to the *Melaverde* viewers and to friends of Loison's.

During the episode, there will be several remote broadcasts with Restaurant **El Coq** in Marano Vicentino, where Michelin-starred chef **Lorenzo Cogo** will present some of his **recipes**, sweet and savory alike, featuring Loison Panettone. Cogo will explain the versatility of the Panettone cakes and of Panettone powder, which can be used either as breading or as a decorative element to any dish.

[Here is a short preview](#), in anticipation of/for the actual *Melaverde* episode that will air on Italian TV Channel 5 on December 20, 2015, at 11:55 a.m. SAVE THE DATE!

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

