

# Loison

PASTICCERI DAL 1938

The taste of Italy  
made in Italy

Press release #37 – December 22, 2015

## Loison and *Melaverde* boast record numbers!

*A 15%+ share for the episode that aired on December 20, 2015, and a year of big numbers for Dario Loison's firm, with sales that exceeded EUR 8M - a 10% increase from 2014 - and exports throughout the year to over 50 countries worldwide.*

*According to Edoardo Raspelli, Loison's is "The best Italian Panettone".*

Out with a bang! That's the outcome of the *Melaverde* episode that aired on Sunday, December 20th on Italian TV Channel 5 at 11:55 a.m. It was episode no. 520 of the show's 18<sup>th</sup> edition.

**Edoardo Raspelli** first introduced **Agroittica Lombarda** in Calvisano (Brescia), one of the largest producers of caviar in the world, with more than 25 tons a year collected from sturgeons bred locally. Then, from Costabissara (Vicenza), **Ellen Hidding** introduced **Dario Loison's** artisan pastry workshop. Here is where Pandoro cakes are made along with what **Edoardo Raspelli** calls "**the best Panettone in Italy**". The record views speak for themselves: **over 2,061,000 viewers** stayed tuned in on the entire episode (a share of **15.75%**).

Dario Loison can certainly feel proud: "I sincerely thank all the production team at *Melaverde*: Giacomo Tiraboschi, Ellen Hidding, our friend Edoardo Raspelli and a most professional crew of people, who shot and interviewed us over the course of two days". Loison continues, "**This was a record year for us too: with an increase of 10% from 2014, our sales exceeded 8 million euros, of which nearly 50% came from export sales to over 50 countries throughout the year.**"

That's right: Loison Panettone is a world-renowned traditional holiday sweet bread, also known as 'Italian Cake'. "Through our portal **Insolito Panettone** - Dario Loison continues – we promote Panettone as a dessert for all seasons. We offer recipes created by great chefs, who use our Panettone as an ingredient in their recipes, sweet and savory alike." And of course, merit also goes to the impeccable packaging of Loison collections, which are all conceived, designed and created by Dario's wife Sonia Pilla. Thanks to her craftsmanship, Loison confections have managed to penetrate those markets that demand top-quality Made in Italy food products.

This year is coming to a successful close and Dario Loison has already set high goals for 2016: he aims at meeting and exceeding them all, naturally!

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