

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #3 – February 29, 2016

Since 2011, a sweet connection between *Taste* and dove-shaped cakes “Made in Loison”

*Everything's ready for the Florentine event that will showcase the best of Italian culinary products at the **Stazione Leopolda** on **March 12-14**.*

*For the fifth year in a row, **Loison** will be there, at its **Stand C42**, with samples of delicious **Colomba** cakes and the newest “**Tuttoburro**” cookies.*

*Loison confections will be available for purchase at **Taste Shop** throughout the event.*

The countdown to **Taste 2016** has begun! The 11th edition of the food fair will once more be hosted by **gastronaut Davide Paolini**. The event will take place on **March 12 to 14** at the **Stazione Leopolda** in **Florence**, Italy. The cheerful and colorful atmosphere of the venue will have the look and feel of a local Italian festival, thanks to the layout designed by architect **Alessandro Moradei**.

Against this background, **Loison will set up Stand C42 for the fifth year in a row at Taste since 2011**. There, attendants will be handed samples of a selection of **Loison Easter products**: namely, the one-of-a-kind **Peach Colomba with Hazelnuts**, with its perfect combination of delicate semi-candied peaches and crunchy Italian hazelnuts, and the **Colomba with Late Mandarin from Ciaculli**, which is one of the flagship products of Casa Loison. The precious citrus fruit has been a **Slow Food Presidium since 2007** and a **premium ingredient** for the **Made in Loison** production. Available will also be the **Cherry & Cinnamon** and the **Lemon** varieties of dove-shaped leavened cakes.

At **Stand C42**, Loison's guests will also find the finest “**Tuttoburro**” range of sinfully delicious **cookies**, with their amazing ingredients and flavors. There are **12 delicious varieties** of them, ranging from **classic** notes, to **fruity** fragrances and the intriguing aromas of the **Meditazione** line. All are available in the **new**, impressive **design** that makes them suitable for any occasion. From the reusable **tins** to the **gift boxes**, there is something for everyone!

The **Colomba** cakes and the “**Tuttoburro**” **cookies** will also be available for purchase at the **Taste Shop** throughout the event. Enjoy the sweet taste of *Made in Loison* confections!

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