

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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LOISON AT CIBUS 2016: NUMBERS AND NEWS

Our Christmas 2016 catalog features our “Tribute to the Arts of the Table”. We created and introduced 8 new Top Collections and over 35 new and different items. Following the success of our Chamomile Panettone, the first to feature a flower ingredient, we launched the latest Rose Panettone.

Below are some numbers showing that our artisan workshop in Costabissara is a model of efficiency and innovation

Loison Pasticceri was once again present at [Cibus](#), the biennial expo, now in its 19th edition, that was held in Parma on May 9-12. Our company has been a vendor there since the early 1990s.

STAND, STAFF AND NETWORKING. During the 4-day event, our trusted staff of 12 welcomed returning visitors inside our elegant Pastry Shop in the style of the 1800s, set up on a 70-square-meter space where we interacted with over 350 businesspeople.

Cibus has always been a wonderful opportunity for us to strengthen the relationships with our long-standing customers, Italians and international alike. We held new B2B meetings, talked with journalists, restaurant owners and food enthusiasts, as a result of ties built and developed over time. Direct and frank exchanges with all our stakeholders, an honest passion for things done well, the process of disintermediation and clear communication are values that have always represented the effective and efficient business style at Loison.

CHRISTMAS 2016. Eight new Top Collections are ready for the 2016 holiday season: that is a total of **35 new items** and counting. Furthermore, the use of flowers as innovative ingredients in our confections is a testament to our ongoing efforts in research and a great opportunity to challenge ourselves in the food and wine industry. In 2015, we introduced the first Panettone made with a flower (chamomile). In the wake of this recent success, in 2016 we created the **Rose Panettone**, a new flavor to innovate a cake that is naturally balanced.

THE PLEASURE OF A MACARON. In addition to our Panettone varieties and to our Butter Cookies featuring 12 scrumptious flavors (fruits, spices and classic ingredients), visitors to Cibus also raved about our **Shots with Panettone Cream** and about our **Macarons with Loison Panettone Cream**. Increasingly in demand, this year we are pleased to introduce a new Macaron flavor, namely Tart Cherry, which will join the three already tried and tested Panettone Cream varieties (i.e. Licorice & Saffron, Mandarin and Lemon).

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