

# Loison

PASTICCERI DAL 1938

The taste of Italy  
*made in Italy*

Press release #8 - May 5, 2016

## Ready, set... CIBUS!

*Cibus, the biennial food fair held in Parma on May 9-12, is an event that Loison Pasticceri cannot miss.*

*We'll have the opportunity to introduce our **Christmas 2016 collections** to our long-standing Italian customers, as well as to chef friends, journalists, bloggers and international buyers. New is also our latest **Panettone variety** in the spirit of innovative production.*

With 35+ years under its belt, **Cibus** - the **International Food Fair** to be held in **Parma** on **May 9-12** - is a major event representing Italian agribusiness. This vast showcase of international caliber is an opportunity for networking and attending panel discussions on current topics in the field of Food and Retail.

**Loison Pasticceri** is always present at Cibus, the biennial expo where we meet with existing customers, chef friends, journalists, bloggers and international buyers. It is also an important opportunity to introduce artisan confectionery to those who aren't familiar with it.

Loison's elegant and unique **French-style Pastry Shop** will be operating in **Pavillion 6, Stand D004**. We'll showcase to the public our exclusive lines of **Butter Cookies** and we'll uncover all that is new for **Christmas 2016**. This year, our holiday collections are dedicated to the "**Arts of the Table**". We are also introducing a **new variety of Panettone Made in Loison**, as a testament to our continued effort to promote innovation and to take on new challenges.

While at 'Cibus', we'll also talk about our untraditional projects, including our updated and richer portal **Insolito Panettone**, our **YouTube channel**, "**Loison Educational & Loison Tasting Visits**" and the **20 years of digital strategies** and ever evolving communication.

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