

## RECAP OF OUR "PRESS REVIEW" TO DATE

From 1996 to 2016: 20 years of successful relationships with journalists have helped build our success and increase our notoriety

### 1996, THE TURNING POINT

Since the publication of the first article about Loison in 1996, we as producers of fine confections have been increasingly pleased to strengthen our ties with journalists. For 20 years now, thanks to Dario's interest in the innovation brought on by the World Wide Web, the name "Loison" has been mentioned in many different media, both in print and on-line.

### THE HIGHLIGHTS OF OUR HISTORY

**2016.** This is the year when Loison Pasticceri celebrates its 20th anniversary. Not just 20 years older, but rather more experienced in communicating news and facts. It was back in April 24, 1996, when "**Bargiornale**" published the first of a very long series of articles. The main topic of that article was cream puffs and here's how they were presented:

"Mini pastries filled with cream and available in four flavors: sabayon, vanilla, cappuccino and chocolate. They can also be used to create original desserts or to accompany ice cream".

In the same year, the digital revolution at Loison kicked off. We were one of the first Italian companies to have a website (<http://www.loison.com/>) and to be available on-line. All this was described in an article by Italian newspaper "**IL SOLE 24 ORE**": "Internet and Loison networking". We introduced ourselves to the largest global network, then and still to this day.

### THE PRESS AREA AND THE MULTISENSORY KITS

Within our website, there has always been a section reserved for the press.

In 2014, this space became an actual website called **PRESS AREA**, an online service for the management of press releases both in paper and online, and in some blogs.

All this was achieved thanks to Dario's attention and passion for communication and for the media. To facilitate the work of his journalist friends, every year Dario prepares **multi-sensorial kits** so that Loison's latest confections can be enjoyed and appreciated with all senses. This way it is easier for the journalists to write about the sensations they feel upon tasting.

### UNTRADITIONAL DINNERS AND SOCIAL NETWORKS

But there also needs to be a **meaningful personal relationship**. That is why Dario and Sonia organize an **untraditional dinner** featuring Panettone. This becomes a pleasant opportunity for them to **strengthen** old friendships and to explore **new avenues** during the Milan-based TUTTO FOOD fair, held every two years (on odd years).

It should be noted that the name "Loison" is present not only in Italian newspapers, but also in **international** articles, increasingly so in recent years, especially in Ireland and England.

Lately, **social networks** have played a very important role. Loison has stepped into this world with Facebook, Twitter, Pinterest, LinkedIn, Instagram and other major representatives of this vast World Wide Web.

# Loison

PASTICCERI DAL 1938

The taste of Italy  
*made in Italy*

May 2016 - CS #9

## NUMBERS

To better understand how our careful and integrated management and communication system helped the number of published pieces grow, it is worth sharing the following year-by-year statistics:

- From 2010 to 2011 (2 years): 51 news articles
- From 2012 to 2012 (1 year): 41 news articles
- From 2013 to 2013 (1 year): 48 news articles
- From 2014 to 2014 (1 year): 77 news articles
- From 2015 to 2015 (1 year): 103 news articles

Special **thanks** to all the journalists who, with great personality and professionalism, have followed our company's history over the years, expressing the qualities of 'Made in Loison' at its best.

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