

THE 2017 LOISON CHAMOMILE & LEMON COLOMBA DEBUTS AT TASTE

The latest edition of the Florence-based food fair will be held on March 11-13, at the Stazione Leopolda. A steady presence since 2011, Loison will debut its new sweetbread for Easter 2017: a Chamomile & Lemon Colomba, available at Stand C42.

*The company's tribute to Easter is expressed by Sonia Design's creativity in the form of **spring motifs, flowers in bloom and the awakening of nature***

The 12th edition of [Taste](#), the fair dedicated to excellence in taste and food lifestyles, will take place on March 11-13 at the Stazione Leopolda in Florence. Loison has been attending this fair every year since 2011, as it is considered an event that our company cannot miss. So, for the seventh year in a row, our staff and our confections will be there again at Stand C42.

NEW FOR EASTER 2017

Several samples of the best "Made in Loison" products will be available at the *Taste* fair. One of the frontrunners is the 2017 Chamomile & Lemon Colomba: a delicious dove-shaped sweetbread with intense and bright notes of citrus fruit, perfectly combined with the deep fragrance of the chamomile flower, thanks to Dario Loison's craftsmanship. This delicate combination is sure to please the palate of anyone who wants to savor a new and all-Italian taste.

LOISON'S THEME FOR EASTER 2017

During the event, visitors will have the opportunity to enjoy and appreciate the one-of-a-kind 2017 Easter Collections, featuring the harmonious and elegant packaging created by Sonia Design.

Our sentiments for the 2017 Easter season are expressed best through our tribute to **spring** and to **flowers in bloom**, as they bring us intense fragrances and offer us brighter days. We acknowledge the awakening of nature around us, with all its flowers, signs and colors.

MAKE ROOM FOR OUR MULTISENSORY COOKIES

This will also be the opportunity for fair goers to taste our scrumptious "multisensory" cookies, made from carefully selected ingredients and available in an array of 12 precious flavors as part of three distinct Collections: Classici, Frutta and Meditazione.

The unique packaging created by Sonia Design features neat tin boxes and innovative containers adorned with romantic images of rural flower gardens, the perfect backdrop for these prized cookies.

And if you can't make it to this year's edition, see you at stand C42 during the 2018 *Taste* fair.

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