

DARIO LOISON SPEAKS AT THE “MILANO MARKETING FESTIVAL”

*The first edition of the event organized by **Class Editori** took place at La Fabbrica del Vapore during March 23-25. Dario Loison was a principal speaker at the workshop “**La marca italiana nel mondo**” (The Italian brand in the world), where he talked about his business strategies in terms of product innovation: from the **Tart Cherry Panettone** for the **British market** to the **Panettone Powder**, created with the help of great chefs*

During March 23-25, 2017, the first edition of the "Milano Marketing Festival" took place at the center for the arts **La Fabbrica del Vapore** (or Steam Factory) in Milan. This event, celebrating the 25th anniversary of Italian newspapers **Italia Oggi** and **Marketing Oggi**, was organized by the publishers **Class Editori**. The intense two-day event included plenary lectures featuring internationally renowned speakers, as well as workshops, award ceremonies, networking and in-depth meetings with specialists and experts.

Dario Loison participated as a speaker in the workshop “**La marca italiana nel mondo**” (The Italian brand in the world) on March 25, alongside **Clara Zanacco** (Export Commercial Director at Riso Scotti) and researchers **Armando Cirrincione** (Wine Management Lab at Sda Bocconi) and **Paolo Corvo** (University of **Gastronomic Sciences** in Pollenzo). The discussion was chaired by **Antonio Orlando, Director at Class Editori**.

With his natural passion, Dario Loison talked about **marketing strategies** applied to his artisan company and about **product innovation**. He talked of his beginnings in the 1990s, when he managed to penetrate the tough British market by selling a Tart Cherry Panettone. He then spoke about the more recent **Panettone Powder**, created in collaboration with great chefs for use as a garnish or as breading. Finally, he mentioned his **Panettone by the Slice**, packaged in individual portions to be used in a gourmet sandwich or as a toasted ingredient in sweet and savory recipes alike.

Loison also stressed the importance of not only making product innovation, but also of being **flexible** among Italian and foreign customers alike. His company has demonstrated this through customized packaging and clear communication practices. **Loison**’s corporate website connects users to the company’s **Press** portal, the online **Shop**, the **Loison Museum** (on the ancient tradition of pastry-making) and **InsolitoPanettone** (to promote Panettone as a year-round product). These websites feature pages in English to further strengthen the business’ commitment to a transparent relationship with all who are involved with Loison.

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