

DARIO LOISON SHARES THE MILESTONES REACHED DURING 2016

With a turnover that keeps increasing (+5% from 2015) and export sales exceeding 45%, Loison has been growing steadily, thanks to the deseasonalization of the production and to the repositioning of the brand in the Luxury Food market segment. Newly redesigned Collections every year, a consolidated presence at major trade fairs and disintermediation are just some of the strategies put in place by the "Loison System".

The number of requests for study tours from universities is increasing, along with awards and recognition for Made in Loison excellence.

8.5 MILLION EURO TURNOVER WITH 45% FROM EXPORT SALES

Loison's numbers have gone up yet another year. The small-sized enterprise in Costabissara, Vicenza, closed 2016 with a turnover of **8.5 million euros**, a +5% increase from 2015. "Considering that our company makes a limited production by choice, the increase in our turnover was mainly the result of our strategic choice to make Panettone available at other times of the year, not only around the holidays. In this way, our sales grew intelligently," explains Dario Loison.

45% of the 2016 turnover was generated in foreign markets. Although geographically distant, these countries are very close to the Italian taste, and their customers seek high-quality products made in Italy. In 2015, Loison exported to 55 countries, while in **2016** it developed and consolidated the demand from Canada, Australia and Taiwan. Loison exported to **58 nations**, including new and unusual ones like Ghana, Zambia and Montenegro.

"All of this was also the result of our internal reorganization - continues Dario Loison – and the upward repositioning of our brand. Thanks to trade-up activities, Loison Panettone is positioned in the Luxury Food market segment".

In addition to holiday sweet breads, there was a growing demand for Loison **Cookies**, small delights available both in gift boxes and in single-serve portions. This was the result of motivated branding campaigns, where the positioning and development of the brand never came secondary to the product.

34 YEARLY COLLECTIONS AND A NEW EDITION CATALOG

17 **Easter** collections and as many **Christmas** ones, for a total of **34** collections made in Loison in 2016. **10** of the Christmas **collections were absolutely new**, comprising **60%** of the holiday catalog.

The clever use of storytelling in the packaging and new designs every year are possible thanks to ongoing study, research and preparation done by "**Sonia Design**" in the Creative Design Lab at Loison. The designer's brand has gained increasing reputation and established its own unique identity.

6 TRADE FAIRS

Since 1992, that is when Dario took over the company, Loison products have been showcased year after year at major trade fairs and niche events, catering to customers in an innovative way. In 2016, Loison consolidated its presence with the presentation of its latest collections at: **Taste** (Florence), **Vinitaly** (Verona), **Cibus** (Parma), the **Salone del Gusto** (Turin) and the **Merano Wine Festival** (Merano). New in 2016 was **Golosaria**, with its first edition held in the Veneto region (Bassano del Grappa).

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

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LOISON'S EDUCATIONAL DEPT.: 20 STUDY TOURS FEATURING OVER 500 VISITORS

In 2016, Loison welcomed more than **500 visitors** from **20 different groups**. Almost all of the requests for study tours come from Italian and foreign universities and colleges. Last year: four came from the **CUOA Foundation** in Altavilla Vicentina, three from **Ca' Foscari** University in Venice, one from **Bocconi** University in Milan, one from the University of **Gastronomic Sciences** (Pollenzo), one from **Cimba Italy** and one from the **University of Florida**.

In addition to visits to the production and packaging departments, the study tours include face time with Dario to discuss the "Loison system", raw ingredients, packaging, the sales network and the web. The final Q&A time is followed by tasting of several product samples.

Increasing every year are also visits paid by industry journalists and by "gourmet" fans from Italy and from abroad, especially from Japan, Russia and North America.

5 AWARDS THAT RECOGNIZED LOISON'S EXCELLENCE

FILIPPIN AWARD - Established in 1998 to honor former students who have achieved important goals in the professional field, Dario Loison received the award on May 21, 2016, at the Institute's headquarters in Paderno del Grappa.

MERANO CULINARIA AWARDS – On September 10, 2016, the committee chaired by Helmuth Köcher, president and founder of the Merano Wine Festival, bestowed **4 MERANO CULINARIA Awards to Loison**: **PLATINUM** for the Panettone with Late Mandarin from Ciaculli, **GOLD** for the 2016 Rose Panettone, **GOLD** for the Cherry & Cinnamon Veneziana and **ROSSO** for the Butter Cookies.

2 BOOKS

In 2016, **two publications** interpreted Loison's uniqueness and values, albeit through very different writing styles:

"**Il senso della lumaca e altre storie**" (The meaning behind the snail and other stories) edited by Gino Bortoletto and published by Slow Food

"**Con le vostre chiavi - Storie di imprese significanti**" (With your own keys. Short stories on significant companies) edited by Alessandro Cinquegrani and published by Kellermann.

1 CONTEST

Loison's contests are becoming a tradition. The 7th edition, entitled "**Panettone in Tavola**" (Panettone is served), attracted **40** designers from all over Italy, "The artists showed tremendous spirit of taste", tells Dario Loison. The award ceremony was held on April 1st, 2016, at Hotel Vergilius in Creazzo (VI), where the jury (**Claudio Villa - Sofia Terzo - Alberto Baldisserotto**) chose the three winners. More awards were also bestowed by the People's Jury and by the Quality Jury.

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