

LOISON'S TASTE SWEETENS THE ITALIAN NATIONAL DAY IN MONTREAL, CANADA

*On June 4, 2017, at the **Saputo Stadium** in Montreal, the **Consulate General of Italy** held a grand event in honor of Italian citizens, Italian-Canadians and friends. The local **community of 300,000** undeniably contributed to the prosperity of the city.*

*The sweet taste of **Loison products** won over the heart of Italian-Canadians, whose **nostalgic memories** of a far-away country still resonate strongly with them*

Last March, when Dario Loison received a letter from **Marco Riccardo Rusconi**, the **Consul General of Italy in Montreal**, he did not expect the Loison brand to be invited to be part of the **Italian National Day** that celebrates Italian-Canadian residents in Montreal.

Held on **June 4, 2017**, at the **Saputo Stadium** - a symbolic icon of soccer, the sport which unites all Italians - the event was organized in conjunction with two anniversaries: the **375th Anniversary of the founding of Montreal** and **Canada's 150th Anniversary of Confederation**. The grand event proudly celebrated all the Italians residing in Montreal and Quebec, a **solid and united community** of about **300,000 people**, who have contributed to the **economic and financial development of Montreal**.

Festivities included a rich program which highlighted the **values and fundamental elements of Italian culture and identity**. Food tasting of Italian products were offered to all. Among those were delicious **Loison** baked goods, such as the **Panettone varieties of the Frutta e Fiori Collection** and samples from more **Classic** confections. The sweet yeast breads were accompanied by the incredible **Loison Cookies** featuring flavors that brought back **nostalgic memories** of a country that, although geographically far away, is still close to the heart.

The celebrations concluded with a special guest, singer songwriter **Antonello Venditti**. The event was promoted and organized by the **Consulate General of Italy** with the collaboration of the **Italian Cultural Institute of Montreal**, the **Committee for Italians Abroad**, the **Italian Chamber of Commerce in Canada** and the **National Congress of Italian-Canadians**.

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