

TV NETWORK *RAITRE* GOES TO LOISON. THANKS GOOGLE!

*On March 3, at 11.30 a.m., **Loison** was featured in the economic section of television report “**Officina Italia**”. Aired on Italian channel **RaiTre**, the news service focused on corporate digital strategies and on-line export.*

*Backed by 20 years of e-management, the small-sized artisan company based in Costabissara, Vicenza, has become one of the most **successful Italian business cases**. Google was first introduced to the Loison company back in **January 2014** and **September 2015**.*

Dolciaria Loison was featured in a television news service produced by Italian network **RaiTre**, who offers an economic section on its television report **Officina Italia**. The program aired nationwide on March 3 at 11.30 a.m. The interesting thing was that the lead for the news service came to Rai from **Google**, which saw the small artisan workshop in Costabissara, Vicenza, as one of the **most significant Italian business cases**.

The special bond between **Google** and **Loison** had already been broadly **documented thanks to two previous initiatives**: in **September 2015**, an Italian-English **Google Team** spent **two days** at Loison headquarters shooting tutorials and interviews for the “**Growth Engine Platform**” project. Dario Loison was initially involved in this project as a speaker in **January 2014**. The nationwide “**Eccellenze in digitale**” began featuring video tutorials that examined the **Loison success story** and showcased the company’s **use of digital tools**.

In the more recent news service produced by journalist Andrea Rossini and aired by Rai, Dario and Sonia Loison were interviewed while surrounded by *Colombe* and *Focacce* fresh out of the bakery’s ovens. The business owners talked about the different production phases, including the mixing of ingredients and the strictly handmade wrapping and packing. The company has fully embraced digital strategies and online exports. For them, last year ended with a **turnover** of around **9M euros** with product distribution in over **50 countries** worldwide. These numbers have been steadily growing despite the economic recession. It goes to show that **20 years of digital strategies** implemented by a small-sized enterprise have paid off!

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