

Cibus & Loison: the Christmas collections are here



PARMA.7|10MAGGIO.2018

*2018 marks a major milestone in Loison's life: **80 years in business**. Sonia and Dario wish to celebrate this important anniversary with a theme that crowns their company's decade-long journey. **"The world of jewels"** theme features **8 new precious collections for Christmas 2018** and the latest entry **"NeroSale" Panettone**.*

*Repeated success for the new varieties of **Veneziana** with flavor combinations **Apricot & Spices** and **Chocolate & Spices**, first introduced at **Vinitaly***

The 19th edition of **Cibus**, the international food exhibition, came to a close on May 10. Loison has been participating in this biennial fair for over ten years straight.

Dario Loison and **Sonia Pilla** were very satisfied with how things turned out at their stand this year. Designed in the fashion of early 20th-century pastry shops, the stand showcased Loison's 8 new **Christmas 2018** collections inspired by the theme of precious stones and jewelry. This year's theme crowns Loison's milestone of **80 years** in business. With great pride, the owners also introduced their new sweet bread variety created for 2018: the **NeroSale Panettone** featuring chocolate and salted caramel. More on this product coming soon.

During the four-day food exhibition, a non-stop flow of national and international buyers visited Loison's stand, where they found out more about the confectioners' latest collections. Cibus always offers the best opportunities for Loison to strengthen existing ties with customers, to create new ones and to gladly revisit with journalist friends, foodies, gourmards, bloggers and influencers. They all expressed their great enthusiasm for Loison's new packaging and products, as well as their appreciation for the **latest varieties of Veneziana by Loison**. Launched at **Vinitaly**, the **"Apricot & Spices"** and **"Chocolate & Spices"** flavor combinations feature choice ingredients grown in different parts of the world.

After the summer break, we will meet again at **Salone del Gusto** in **Turin on September 20-24**.

Press Info:

press@loison.com

Anna Bottazzo +39 0444 557082, ext. 420

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com - press.loison.com

www.insolitopanettone.com

