

Press release #15 – November 29, 2018

## Save the Brand 2018: *Loison Pasticceri* receives the “Best Practice - Tradition & Innovation” Award



Best Practice Tradizione e Innovazione  
**LOISON**

*The grounds for the award: “This confectionery company has an agile, state-of-the-art production and commercial structure. It maintains a solid connection with the Italian pastry tradition, while keeping up with the demands of a global market”.*

The fifth edition of the **Save the Brand** event held by LC Publishing Group on November 27, 2018, at the **Four Seasons Hotel in Milan**, recognized the leading role of 26 Italian firms in the Fashion, Food and Furniture industries.

**LC Publishing Group** evaluated more than a thousand companies through the research on “**Fashion, Food, Furniture Brands - The value of 3F company brands**” conducted by **ICM Advisors**. The most virtuous companies that were selected represented the mid-sized Italian businesses that, over the years, have been able to build their success around their brand.

Loison Pasticceri received the **BEST PRACTICE – TRADITION & INNOVATION** award with the following statement:

*This confectionery company has an agile, state-of-the-art production and commercial structure. It maintains a solid connection with the Italian pastry tradition, while keeping up with the demands of a global market.*

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