



2019 WINTER CATALOG – What's new

Filone, 50 years of a sweet family tradition

THE HISTORY - FROM PAPÀ ALESSANDRO'S HANDS

Filone is one of the baked goods that the second generation of the Loison family came up with. In **1969**, papà Alessandro and mamma Bruna opened their own business and continued the family's baking tradition initiated by grandfather Tranquillo. Back then, this simple, soft leavened cake was called *Panfrutto* and featured candied fruit and raisins, with an almond glaze finish.

After retrieving papà Alessandro's **old recipes**, Dario and Sonia Loison are now proud to share their interpretation of the original leavened fruit cake, which is sure to meet the taste of modern-day palates.



THE PRODUCT – 4 RECIPES NATURALLY RISING TO NEW HEIGHTS

Filone has been a staple of the Loison's range of products available all year long. To bring this naturally leavened fruit cake to new heights, Loison created four different recipes.

The classic **Filone Frutta** variety features almonds, raisins, candied orange peel, with a crunchy almond glaze finish. Next is the **Filone Uva**, only with raisins, and very similar to a soft Panettone. The **Filone Cioccolato** is dotted with dark chocolate morsels and covered with cocoa hazelnut icing. Finally, the **Filone Pere Spezie** offers a scrumptious blend of semi-candied bits of pear, skillfully blended with a mix of choice spices.

THE PACKAGING – A NEW LOOK IN HONOR OF THE RECIPE'S 50TH ANNIVERSARY

The newly designed packaging of the Loison's line of *Filone* features subtle tones that give the carton a romantic look. **Sonia Design**'s creation aptly showcases and celebrates the history of this craft product, which the Loison family first began baking 50 years ago.

See page 109 of the 2019 Winter catalog.

When mother fed us bread, it was really a matter of her handing out love. (Chef Joel Robuchon)

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