*Press release #20 – Dec. 9, 2020*

**Back at Loison’s for the fourth time, the team of *Melaverde* meets Edoardo Loison, the fourth-generation leader of his family business**

|  |  |
| --- | --- |
|  | *Melaverde, the long-standing TV show of Italian media company Mediaset, was back at Loison’s for the fourth time.**In this episode, which will broadcast on Sunday, December 13 on Canale 5, Ellen Hidding was welcomed by Sonia and Dario Loison’s son Edoardo, in his capacity as the fourth-generation leader of his family business.**Designer Sonia Pilla was also interviewed, followed by a generational exchange of views between Dario and Edoardo, and the traditional holiday wishes in the backdrop of the Loison Museum.**Lastly, dinner at Matteo Grandi’s namesake restaurant in the heart of Vicenza, where the chef offered his interpretation of Loison Panettone in 4 recipes* |

Based on an idea by agronomist and producer Giacomo Tiraboschi, [Melaverde](https://www.mediasetplay.mediaset.it/programmi-tv/melaverde_b100002701) is one of the flag-ship shows of Italian TV channel ***Canale 5****.* Running non-stop since 1998, the popular show has been hosted by charming Ellen Hidding since 2010, and co-hosted by biologist Vincenzo Venuto for the last two years. With over 23 editions produced so far, the show’s million viewers have discovered more about Italy’s agriculture, environment and traditions. As we know, among Italy’s hallmark holiday traditions is Panettone and that is why a crew from Melaverde spent two days filming at Loison’s headquarters. This was the fourth time that the television show paid a visit to Dario Loison. The first two took place in 2004 and in 2006 - back when Edoardo Raspelli was the presenter - and the third one in [2015](http://press.loison.com/galleria/63/1100/).

In this episode, scheduled **to air on** **Sunday,** **December** 13 on *Canale 5*, Ellen Hidding was welcomed by Sonia and Dario’s son, Edoardo Loison, in his capacity as the fourth-generation leader of the family-run business. Together they went over the initial steps of the [production](https://loison.com/lavorazione/) process whilst emphasizing the high quality of the [ingredients](https://loison.com/ingredienti/) used at Loison’s, some of which are Slow Food Presidia. The selection process follows careful and ongoing research, so as to best showcase the ingredients’ aromatic and nutritional components.

Next came Sonia Pilla, art director at [Sonia Design](https://loison.com/sonia-design/), who shared her process of transferring her own emotions onto Loison’s style, as expressed through her unique elegant and sophisticated touches. Finally, the hostess and the eight-member crew of tireless sound directors and camera operators moved on to the Loison Museum for a generational exchange of views between Dario and Edoardo, and for the traditional holiday wishes, all the while surrounded by a display of Panettone, Pandoro, Veneziana, Filone, Sbrisola and cookie varieties placed on a glorious party table.

«*I would like to wholeheartedly thank the team of Melaverde - from producer Giacomo Tiraboschi to the close-knit crew - who have been visiting Loison’s for the last 16 years, ‘filming’ with utmost professionalism the generational, qualitative and process phases that our small artisan workshop has gone through»,* Dario Loison expressed.

At the end of the shooting, the crew went to restaurant Matteo Grandi, located inside the Basilica of Vicenza, where award-winning chef Matteo Grandi offered his interpretation of Loison Panettone through four different recipes, from the appetizer to the first course, the second course and dessert. These examples of versatility featured Panettone as an ingredient either used in its traditional format or as a

Powder, which can be easily incorporated in sweet and savory dishes alike. Would you like to know how? Watch *Melaverde* on Sunday, December 13 at 11.55 a.m. on *Canale 5*!

***Press Info:****press@loison.com* *Giulia Marruccelli +39 347 0452739
Dario Loison +39 348 4106615*
[www.loison.com](http://www.loison.com/) - press.loison.com
[www.insolitopanettone.com](http://www.insolitopanettone.com/)