

## 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** 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**.

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 process** whilst emphasizing the high quality of the **ingredients** 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**, 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

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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!**

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