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Loison is on Forbes Italy's list of "100 Italian Excellences in 2021"

*Included in the February issue of the magazine is a guide featuring **Italy's champions**, as selected by a team of 5 experts.*

*This recognition gives credit to the small baking company based in Costabissara, which has embraced **digital transformation and brought real innovation in 2021***

The bond that Loison has established with the media world is one that has grown stronger over the years, thanks to the **reliability** of the baking company's name and the **credibility** of its brand. With those values in mind, Forbes Italy (in collaboration with magazine **So Wine So Food**) published its annual list of "**100 Italian Excellences in 2021**", an insert available with the February issue of the magazine. Among the 100 listed companies, under the Food Products category, we find Loison.

*"To achieve success, one needs to go through excellence: design it, produce it and distribute it. Only then, does the story of excellence become a story of success", **Alessandro Rossi, Director of Forbes Italy**, explains in his editorial. For this year's guide, Rossi was assisted by a team of five experts, including **Susanna Tanzi** (a journalist specializing in the luxury sector and in food and wine excellences), **Stefano Cocco** (journalist and publisher of So Wine So Food) and **Luca Gardini** (Best Sommelier in the World in 2010).*

*"For a small baking company like ours, being recognized at this level is a great achievement - Dario Loison comments -. During this past challenging year, we focused a lot on **digitalization in sales**, to streamline our online sales, and on **digitalization in production**, to optimize how we share and control our production processes in order to improve our standards. **We began this process four years ago and are now completing it, making this the real innovation in 2021**".*

*"Being one of the 100 Italian Excellences selected by Forbes Italy, a highly reputable magazine that knows how to showcase the good things that Italy has to offer, is a recognition that honors me. I would like to thank all those who contributed to this result: first and foremost the magazine director, **Alessandro Rossi** - Dario Loison concludes - and journalist **Susanna Tanzi**, who both gave us this great opportunity".*

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