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Press release #6 – August 2021

Cibus 2021: Loison launches its Pistachio Matcha Panettone, the new flavor of the holiday season

*For the **13th year** in a row, the Loison family-run business will attend Cibus, the top international food exhibition. **Dario and Edoardo Loison** will introduce their latest delicious products, as seen in the **2021 Winter Catalog**, and their **new digital strategies**.*

Summer may be coming to an end, but there is always excitement in the air at Loison's. After the seasonal break, Dario and Edoardo Loison have some **tasty news** in store (think **products and digital strategies**). And what better audience to share them with than the one at **Cibus 2021**?

After the enforced lockdown, Cibus - the largest food expo in the world - will reopen its doors for in-person attendance in Parma. Loison will be a vendor there from **August 31st to September 3rd** with its own stand **D 004, inside pavilion 6, meeting visitors in full compliance with Covid-19 safety protocols**.

Loison will be happy to meet with loyal Italian and foreign buyers once again, as well as with journalist friends, foodies and influencers, and to introduce to them - and have them taste **for the first time - the new products of the baking company's 2021 Winter Holiday season**. The highlights will be the "Tosa" cake, featuring a cocoa short-crust pastry shell filled with a salted caramel frangipane sauce, and the brand new "**Pistachio Matcha Panettone**", with **PDO Pistachios from Bronte (a Slow Food Presidium)** and **Matcha Green Tea from Uji, Kyoto**.

See you at **Cibus Parma, from August 31st to September 3rd**, at **Stand D 004 - Pavilion 6**.

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