

Dario Loison is featured in 'Fuori menu', Fernanda Roggero's book about successful Italian entrepreneurs

*The newly released publication of the **Il Sole 24 Ore** journalist tells the entrepreneurial successful story of several women and men who have revolutionized the world of Italian taste.*

*The book covers Loison's world in 10 pages, divided into five sections: **The digital mantra; Industrial or artisanal; From Cherry Panettone to Panettone Slice; Stand out in everything; Small but focused.** These five sections of the chapter dedicated to "**The craft Panettone that took off online**" perfectly reflect the recent history of the Costabissara-based workshop.*

“**Il panettone artigianale che vola in rete**” (The craft Panettone that took off online) is the name of the chapter dedicated to Loison Pasticceri in the book titled “**Fuori menu - Gli imprenditori che hanno rivoluzionato il gusto made in Italy**” (Not on the menu - The entrepreneurs who revolutionized the made-in-Italy taste). Written by [Fernanda Roggero](#) - a journalist with Italian newspaper **Il Sole 24 Ore** now debuting as an author – the book is published by **Luiss University Press** and offers a journey into Italian entrepreneurship connected with the food industry.

In the preface, writer and anthropologist [Marino Niola](#) points out that the food sector, "*even before being an economy, is an anthropology*" and "*a way of being and feeling marked by the coexistence of tradition and innovation, by localism and globalism, by familism and competition*". Italy is a treasure trove of food and wine gems that have made Italian cuisine a global legend. That being said, **behind every flavor there is a story to tell**: a human, social or personal story that comes from afar and has its roots in the past.

The book covers Loison's world in 10 pages, divided into five sections: The digital mantra; Industrial or artisanal; From Cherry Panettone to Panettone Slice; Stand out in everything; and Small but focused. These five sections of the chapter dedicated to "The craft Panettone that took off online" perfectly reflect the recent history of the Costabissara-based workshop. It is indeed true that, as **French historian Marc Bloch** put it, **men resemble their times more than they do their fathers**. "*Dario was a forerunner of the digital era*", Fernanda Roggero writes in her book. "*It was 1996 when he launched his first corporate website (today he has eight digital spaces, ed.), as noted in an intriguing article by Giuseppe Caravita, an Internet expert at the time working for Italian newspaper Il Sole 24 Ore. Six basic webpages, but sufficient to make the Loison company visible on the web, enabling them to begin their first online sales*" the author concludes.

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But what sets the artisan production apart from the industrial one? "*When people ask me how I see myself, I tell them that we are the artisan evolution that can make it in today's world*" - **Dario Loison** explains. "*Discontinuous production and strong personalization identify the characteristics of our artisan know-how*", the pastry chef from Costabissara continues. "*In our company, **automation is compensated by intense human involvement** (and by a high incidence of labor costs). For every Panettone we make, there are five to seven manual operations that our employees carry out: for example when the yeast is prepared, when the dough is poured into paper cups, when the Panettone is cut, glazed or baked*". "*For me, the real innovation has been the digitization of our business processes. Our goal is to increasingly move towards becoming a digital company*", Dario Loison concludes. Next to him is **his son Edoardo**, the fourth generation of Loisons, who emphasizes: "*Our future? It definitely lies in the development of our luxury niche and our non-seasonal products*".

Alongside Loison's story, in her book "Fuori menu" (Not on the menu) Fernanda Roggero narrates the success of Cantine Ferrari (Lunelli), Illy Caffé, Pasta Felicetti, Pomodoro Mutti, Associazione Elicicoltori, Grappa Nonino, Mieli Thun, Caseificio Gennari, Cantina Donnafugata and Riso Acquerello.

"Men resemble their times more than they do their fathers". Marc Bloch (Historian)

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