

# Loison

PASTICCERI DAL 1938

The taste of Italy  
made in Italy

Gennaio 2017

## TOP Line - The VENEZIANA Collection

### A DESIGNER'S TIN BOX DEDICATED TO ANDREA PALLADIO

*From noble banquets to modern tables, the Veneziana is a sweet bread of popular origins that, over the centuries, was enriched with precious spices.*

*With this elegant Tin Box, Sonia is paying her personal tribute to the Great Architect of the Republic of Venice.*

*Tradition meets innovation: along with the Classic Veneziana, we also offer varieties with Late Mandarin from Ciaculli, with Pistachios from Bronte (both of these are Slow Food Presidia) and with Cherry & Cinnamon*

### The PACKAGING - A PICTURE OF VENICE FOR ITS NOBLEST CAKE

These refined Venetian cakes are enhanced by the creative packaging that **Sonia Design** conceived. The beautiful wrapping features images that evoke the atmosphere of the lagoon: the **Carnival masks**, the **Lion of St. Mark**, the **gondolas in the Canal Grande** and other scenes of the city. A touch of class is offered by the ribbon holder, a coin especially minted, similar to the ancient "**osella**" that the Doge gave as a gift to the highest-ranking nobles, to artists and to merchants, who had brought honor to the Republic. According to the local tradition, the coin was bored with a hole so it could be proudly worn on the collar of their capes. The Loison *osella* has now become a collector's item, an expression of the culture behind Loison products.

In addition to the above packaging, the products are also available in a tin box dedicated to the great architect **Andrea Palladio**. His architectural masterpieces are represented on a sophisticated background in honor of the Vicenza province: Villa Almerico Capra, best known as "**La Rotonda**", the universal icon of the Palladio's villas, and **Basilica Palladiana**, recognized as a national monument in 2014. A final touch is offered by the unpretentious ribbon, tied around the tin box with a bow. The color of the ribbon represents the variety of *Veneziana* contained in the tin box.

### The VENEZIANA - FOUR VARIETIES IN A CRESCENDO OF FLAVORS

Available all year round, the *Veneziana* is a tribute to the Venetian region, where tradition meets innovation. Included in our collection is the **Classic Veneziana**, followed by the varieties featuring candied peel of **Late Mandarin from Ciaculli** (a **Slow Food Presidium**); **Pistachios from Bronte** (a **Slow Food Presidium** from the area of Mt. Etna), used for both the garnishing and the cream filling; and, finally, **Cherry & Cinnamon**, for an intriguing recipe that combines the typical fruit of the Euganean Hills with the spice from Ceylon.

The *Veneziana* by Loison is made from fresh eggs, premium butter, cream and milk, Italian honey, **pure Mananara vanilla from Madagascar** (a **Slow Food Presidium**) and artisanal sea salt from Cervia. This leavened cake is covered with an amaretto icing, sugar crystals and almonds.

*One can exist without art, but one cannot live without it. (Oscar Wilde)*

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