

Press release - May 2018

2018 WINTER CATALOG – New for 2018: TOP Line – The GENESI Collection

NEROSALE: THE LATEST PANETTONE FEATURES DARK CHOCOLATE AND SALTED CARMEL

*The idea behind the Panettone filled with salted caramel was inspired by the success of fillings featuring **caramelized sugar**, in **Europe** as well as in the rest of the world.*

*The **100% Made in Loison** caramel has no added semi-finished products and is paired with **single-origin dark chocolate**.*



*The **NeroSale** Panettone is the latest addition to the **Genesi** Collection, one that exemplifies **Loison's** characteristics of **Tradition, Uniqueness and Reliability***

THE INSPIRATION: CARMEL AU BEURRE SALÉ, TOFFEE AND DULCE DE LECHE

In France, the recipe for **caramel au beurre salé** was created by French Maître Chocolatier and Caramélier Henri Le Roux, from Quiberon, Brittany. In 1977, he came up with the idea of adding Normandy salted butter and heavy cream to caramelized sugar. In the UK, they all love their **toffee**, a firm then chewy candy whose name is a variation of "taffy". In Spain, Portugal and especially in South America, they're all a fan of **dulce de leche**, another culinary accident that occurred when a pot of sweetened milk was left on the stove too long. The common denominators of these confections are caramelized sugar and milk. So, what about Italy?

TASTE INNOVATION AT LOISON: A CHALLENGE TO RISE UP TO

Here's how the new adventure in the world of Loison Panettone began. Dario and Sonia, while traveling Europe, including France and England - the first foreign markets for the small-sized artisan business in Costabissara, Vicenza - realized that they needed to **fill a gap** in the Loison range of flavors. This year, they are introducing their **NeroSale Panettone** featuring **dark chocolate morsels** and a **creamy salted caramel filling**.

From an innovative point of view, launching the **NeroSale** Panettone might prove to be a major challenge for **2018**, the year marking the **80th anniversary of Loison Pasticceri**. The taste of salted caramel is in fact still **relatively new to the palate of Italians**. However, Dario Loison's instinctive talent and vision have taught us that his challenges are there to be taken up and won!

LOISON'S SALTED CARMEL: A BRAND-NEW RECIPE

The salted caramel that the **NeroSale** Panettone is filled with is **100% Made in Loison**, with no added semi-finished products. Dario Loison created a recipe that skillfully balances **saltiness and sweetness**. Without overpowering each other, the two tastes burst into a **lively and distinctive combination**, which is then paired with the **bittersweet notes of dark chocolate**.

WHY CHOOSE A SINGLE-ORIGIN DARK CHOCOLATE

The salted caramel filling in the *NeroSale* Panettone has been combined with a precious ingredient, namely **single-origin dark chocolate**. Its intense cocoa flavor features **bitter, toasted** and slightly **acidic** notes.

Found in the form of tasty morsels, the **dark chocolate** plays its role as the go-between for the **richness of the sweet bread** and the generous **explosiveness of the salted caramel**.

GENESI: THE PACKAGING AND THE COLLECTION

The *NeroSale* Panettone is the latest addition to the **GENESI** Collection, one that fully represents the **Loison's brand** in terms of **Tradition, Uniqueness** and **Reliability**.

The packaging sports stylized classical columns, Sonia Pilla's tribute to **Venetian Art** and to architect **Andrea Palladio**.

With sizes ranging from 500 grams to 1 kg, the **GENESI** Collection includes four Panettone varieties – **Classic, Regal Chocolate, DiVino** and **NeroSale** – and three 1-kg Pandoro varieties – **Classic, Chocolate** and **Sabayon**. All these flavors have met the demands of an increasing number of customers who seek the taste of tradition.

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