

Press release - September 2018

2018 WINTER CATALOG – New for 2018: TOP Line – The FRUTTA E FIORI Collection

THE MANY LAYERS OF A LEMON'S FRAGRANCE

To celebrate its 80th anniversary, in addition to the new NeroSale, Loison introduces its new and improved **Lemon Panettone**. With its homage to the **sun in southern Italy**, this sweet bread features **Amalfi Sfusato Lemon** and **Syracuse Lemon**



THE IDEA – A SALUTE TO THE SUN IN SOUTHERN ITALY

The popularity of the Lemon Panettone, available since 2000, prompted Dario Loison to take it to a new level by using the best of what southern Italy has to offer. In the name of Panettone, a world-renowned dessert, Loison's new variety features **Amalfi Sfusato Lemon**, with its large, spindle-like shape and intense fragrance, and the **Syracuse Lemon**, with its abundant juice and prized essential oils (both varieties bear the Italian food label certification **IGP**, which stands for Protected Geographical Indication).

THE PANETTONE – SO MANY LAYERS TO A LEMON'S FRAGRANCE

Loison's **Lemon Panettone** is the result of the **marriage** between two premium varieties of citrus fruits that are hidden gems from Italy. Together, the two varieties of lemon reveal all the **power of the sun** expressed through a thousand aromatic layers. The deliciously tempting **lemon filling** is matched by the presence of prized **lemon rind** that brings **brightness** and unique balance of **flavors** to the Panettone.

THE PACKAGING – BOTANICAL TABLES RECREATE MOTHER NATURE'S COLORS

The **FRUTTA e FIORI** Collection is the result of decades of ongoing search for **exclusive ingredients**, which give Loison Panettone its exclusive character. For this sophisticated packaging, Sonia Pilla spent months on end **researching** books at **national and international libraries**, in search of **botanical tables** created by skilled artists with expertise in botany, as far back as the 18th century. Sonia took inspiration from **fruits, leaves and flowers**, and laid them out on a **natural background**. The pink ivory color of the wrapping paper was specifically designed for this new Collection, allowing everything to fall into place and providing a harmonious feel with each ribbon color identifying the Panettone variety inside.

Although it was Sonia's idea to maintain well-balanced tones, her inspiration for the design actually came straight from nature and the **changing of the seasons**.

The final touch is provided by the fine golden metal plate that bears Loison's trademark and helps hold the explanatory label in place. Printed on the label is the **birth year** of the Panettone variety contained in the box.

So, when you hold the hemisphere of a cut lemon above your plate, you spill a universe of gold, a yellow goblet of miracles [...]. (Pablo Neruda)

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