

## Easter 2019: Dario Loison shares his milestones

*Every year, over 50% of the Loison Spring-Easter Catalog features brand-new products: in 2019, 7 of the 14 collections are all new and 3 of them sport a refreshed design.*

*Through continuing studies and research, Dario Loison amazes his customers with endless innovation in taste: from 2000 to date, he has introduced 7 new varieties of Colomba.*

*Only top-choice ingredients are added to the rich dough of this dove-shaped leavened cake. In addition to premium Hazelnuts from the Piedmont region, the array includes three Slow Food Presidia: Mananara Vanilla from Madagascar, late-harvest Mandarin from Ciaculli and Chinotto from Savona.*

### 2019 SPRING-EASTER CATALOG: 7 OF THE 14 COLLECTIONS ARE ALL NEW

Thanks to the creative touch of Dario Loison's wife Sonia Pilla, this year's Spring-Easter Catalog is yet another eye-catcher. Sonia's fine sensitivity makes dreams come true with every Colomba packaging design she creates.

Loison's design and marketing efforts made it so that over **50% of the company catalog** sports a new look. Next to the **Genesi Master Collection** (featuring traditional flavors) is the **Frutta e Fiori**, followed by several others, for a total of **7 newly designed collections** featured in the 2019 Spring-Easter Catalog.

1. **Frutta e Fiori**
2. **Ovetto**
3. **Farfalle**
4. **Primavera**
5. **Limited-edition Latta**
6. **Country**
7. **Cappelliera.**

Furthermore, **3 collections** in the 2019 Spring-Easter Catalog come with a **refreshed look**: the **Genesi**, the **Trasparenze** and the **Mignon**.

### A VERY CAREFULLY SELECTED ARRAY OF INGREDIENTS

Loison's dove-shaped sweet breads are prepared with the  **freshest eggs, milk, heavy cream and butter**, as well as with superfine flour, **Italian almonds and hazelnuts**, top-grade **Italian sugar** and **artisanal sea salt from Cervia**. Additional top-quality ingredients complement the rich dough, including:

1. Late Mandarin from Ciaculli (a **Slow Food Presidium**)
2. Chinotto from Savona (a **Slow Food Presidium**)
3. Mananara Vanilla from Madagascar (a **Slow Food Presidium**)

4. Wines: Torcolato di Breganze, Recioto di Gambellara, Riesling and Verduzzo
5. Pistachios from Bronte (a **Slow Food Presidium**)
6. Oranges from Sicily
7. Lemons from Sorrento
8. Almonds from Bari and Avola
9. PDO Hazelnuts from the Piedmont region
10. Italian certified Wildflower Honey
11. Roman Chamomile Flowers
12. Selected varieties of Cherries
13. Seedless Raisins from Turkey
14. Single-origin choice Coconuts

### **SINCE 2000, CONTINUING RESEARCH AND INNOVATION IN TASTE**

The **traditional** recipe for the dove-shaped leavened holiday cake called **Colomba** has been a staple of the **Loison Pasticceri** production for years. Inside this soft and fragrant classic sweet bread, you will find scrumptious candied peel of Sicilian oranges, while on the top you will find delectable Italian almonds. Dario Loison, however, has always been strongly committed to creating **new** flavors for the Colomba varieties to come. From **2000** to date, he has introduced **7**, namely:

#### **2016 - Chamomile & Lemon Colomba**

Dario Loison's craftsmanship skillfully balanced the **deep fragrance of the chamomile flower** with the **intense and bright notes of the citrus fruit**, for a combination that will tickle your palate.

#### **2010 - Colomba with Chinotto from Savona (a Slow Food Presidium)**

A refined variation of the more traditional Colomba recipe. The signature ingredient for this variety is an exotic bitter orange that delivers an intense fragrance.

#### **2010 – Tart Cherry & Cinnamon Colomba (a Slow Food Presidium)**

The delicious fruit of the Euganean Hills is combined with the spice from the island of Ceylon for an intriguing result.

#### **2005 - Colomba with late-harvest Mandarin from Ciaculli (a Slow Food Presidium)**

The fresh and intense notes of the Sicilian citrus fruit deliver a high-quality product appreciated for its wholesome flavor.

#### **2004 - Colomba Di Vigna**

The product that best represents the region features a blend of exclusive Venetian dessert wines yielding sweetness and intense aromas.

#### **2004 – Peach & Hazelnut Colomba**

A one-of-a-kind dessert featuring the delightful combination of soft, semi-candied bits of peach with the crunchy texture of **PDO hazelnuts** from Piedmont on top.

#### **2000 - Regal Chocolate Colomba**

The most decadent of the Colomba varieties features chocolate chips and a chocolate filling made from selected **single-origin coconuts**.

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