

# PRIMAVERA 2020

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Press release #2 - February 2020

## 2020 SPRING CATALOG – What's new

### Loison's Filone was created in 1969. In 2020, Dario Loison shares his innovative ideas for your pairings

#### A FAMILY RECIPE CREATED IN 1969

Loison's *Filone* is backed by **50 years** of baking tradition and has its roots in an ancient family recipe. It was **1969** when dad Alessandro and mom Bruna opened their own pastry shop to continue the family's baking business initiated by grandfather Tranquillo. Back then, this simple, soft leavened cake was called *Panfrutto* and featured candied fruit and raisins, with an almond glaze finish.

After retrieving and studying dad Alessandro's **old recipes**, Dario and Sonia Loison are finally proud to share their interpretation of the family's original leavened cakes, sure to meet the taste of modern-day palates.

But the innovation aspect does not end there: knowing how **versatile** this type of cake is, Dario Loison is now sharing his tips on how to best enjoy his *Filone* **all year round**, whether eaten as is or with either a **sweet or savory pairing**. His inspiring ideas will delight your daily breakfasts, as well as your special occasions with **innovative ideas**, such as when pairing *Filone* with cheese.

#### FILONE FRUTTA

The classic **Filone Frutta** variety features almonds, raisins and candied peel of **Sicilian oranges**, and is finished with a crunchy almond glaze.

*Ideal for:* your Sunday breakfast or brunch.

*Serving suggestion:* as is.

*Pairing:* with a glass of milk, in the most traditional way for a sweet bread that was invented over 50 years ago.

#### FILONE UVA

The strength of this variety of *Filone* lies in the presence of **sweet Turkish raisins** from **seedless** grapes that were dried out in the sun.

*Ideal for:* your Sunday brunch.

*Serving suggestion:* sliced, toasted and topped with fresh cheese, such as Asiago.

*Pairing:* try it with a glass of dark beer.

#### FILONE CIOCCOLATO

A naturally leavened cake dotted with **dark chocolate morsels** and covered with icing made from **premium hazelnuts grown in Piedmont**, cocoa powder and sugar crystals.

*Ideal for:* sharing with your friends.

*Serving suggestion:* try it in a French toast version topped with fresh strawberries, or slice it and top with whipped cream and cherries in heavy syrup.

*Pairing:* with a shot of fortified wine.

#### FILONE PERE E SPEZIE

This variety features a scrumptious blend of semi-candied bits of **pear**, skillfully combined with a **mix of choice spices**. Topped with light sugar icing.

*Ideal for:* an untraditional pairing with a platter of cheeses or cold cuts.

*Serving suggestion:* cubed or cut into strips, then toasted in the oven until crunchy.

*Pairing:* it varies depending on what you are having with it. Dario recommends you serve it with a glass of fine Italian "Metodo Classico". From the Trentino region in the north to the island of Sicily in the south, Italy boasts an extensive selection of wonderful sparkling wines.

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### A NEW LOOK FOR THE PACKAGING HONORING THE RECIPE'S 50TH ANNIVERSARY

**Creative, functional and original.** These are the three key adjectives that we would use to describe Loison's new packaging for the *Filone* line. The design aptly showcases and celebrates the history of this craft baked product. Once you open the box **like a book**, you get to appreciate the smart concept of keeping the 450-gram baked product well protected and easy to serve.

The packaging design truly reflects the hard work that is behind every Loison's project. Through **research and clear product information**, the company strives to offer products featuring **reliable and functional features**, whilst communicating in a transparent manner. Reuse the sweet bread carton as a useful container in your kitchen cabinets.

*See page 83 of the 2020 Spring catalog.*

*When mother fed us bread, it was really a matter of her handing out love. (Chef Joel Robuchon)*

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