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· 2021 ·

Press release – February 2021

## THE NEWEST ADDITION TO THE *GENESI* COLLECTION IS A SALTED CARAMEL COLOMBA

*The new springtime flavor of 2021 is a **Salted Caramel Colomba** with its enticing **white chocolate glaze**, topped with **PGI Hazelnuts from Piedmont** and filled with a decadent **salted caramel sauce Made in Loison**.*

*The Genesi Collection's packaging sports something new, too: a fancy **charm in the shape of an L for Loison**, or perhaps for "**Love**" or even "**Luxury**"!*

### THE PACKAGING – A TRIBUTE TO ARCHITECT PALLADIO

For the design of this collection, Sonia chose to emphasize the **special bond** that the Loison brand has established with the local region. Paying tribute to renowned **architect Andrea Palladio**, Sonia revisited the **Corinthian column style** and created a finely stylized sequence to be reproduced on the packaging. The design perfectly complements the shade of the double satin ribbon that is tied around the box, which is completed by a distinguishing flat bow and a silver foil label bearing Loison's logo.

This **understated, yet elegant**, packaging is never over the top and speaks volumes in terms of **Loison's reliability** as a baking company that has gained an increasingly solid reputation over the years.

**New in 2021** is a **fancy charm in the shape of an L for Loison**, or perhaps for "**Love**" or even "**Luxury**"!

### WHAT'S NEW IN 2021 - THE SALTED CARAMEL COLOMBA IS THE LATEST VARIETY

This new variety of Colomba, filled with a decadent salted caramel sauce, follows the great success of the **NeroSale Panettone** introduced in **2018** and the **Salted Caramel Pandoro** introduced in **2019**.

The scrumptious **white chocolate caramel** that glazes the top of the Colomba is garnished with **PGI hazelnuts from Piedmont and with sugar crystals**. The outside is equally matched in flavor by what's on the inside: **milk chocolate chips and a salted butter caramel sauce exclusively Made in Loison**.

The TOP-Line **GENESI** Collection is the one that best interprets the so-called "**Made in Loison**". The products are made from some of the best ingredients available: the freshest alpine milk and butter, eggs from safe farms, top-choice Italian almonds, premium Venetian dessert wines, top-grade Italian sugar, artisanal sea salt from Cervia and pure **Mananara Vanilla from Madagascar** (a **Slow Food Presidium**).

The ribbon tied around the box comes in different colors, to help identify one's favorite Colomba variety. Available in the 500-gram and 1-kilo sizes, the assortment of dove-shaped breads includes: the ubiquitous **Classic a.D. 1552**, the **Regal Chocolate** (featuring choice single-origin cocoas from South America), the **DiVigna** (with its blend of aromatic premium wines) and the latest **Salted Caramel**.

*See page 30 of the 2021 Spring catalog.*

***"I put all my genius into my life; I put only my talent into my works"***  
***(Oscar Wilde)***

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## THE *FRUTTA E FIORI* COLLECTION HAS BEEN TEMPTING US WITH NEW FLAVORS SINCE 2000

*With a view to **continuing innovation**, Dario Loison has put together a collection that brilliantly showcases a wide array of Colomba varieties featuring **fruits and flowers**.*

*The wrapping paper looks like an elegant embroidered tablecloth with motifs inspired by historical **botanical drawings** found in libraries around the world. The packaging is the result of in-house designer **Sonia Pilla's extensive research***

### THE PACKAGING – FINDING INSPIRATION IN NATURE'S BOTANICAL COLORS

The **FRUTTA e FIORI** Collection is the result of decades of ongoing search for those **exclusive ingredients** that give Loison's dove-shaped sweet bread its unique character. To create the sophisticated packaging of this collection, Sonia spent months on end conducting in-depth **research** at **national and international libraries**, looking up **botanical tables** created, as far back as the 1700s, by the skilled hands of artists with expertise in botany. Sonia Pilla found inspiration in fruit, leaf and flower drawings, and laid them out on a natural background. The aqua color of the fine wrapping paper aptly introduces the approaching season: spring is in the air! The final detail of this packaging is an elegant flat tonal bow bearing Loison's trademark.

### THE COLOMBA – SINCE 2000, AN INCREASING ARRAY OF NEW FLAVORS

The **FRUTTA E FIORI** Collection features different types of choice fruits and flowers, including **Slow Food** and **PGI** ingredients. This collection is a true testament to Dario Loison's ongoing efforts to find new sophisticated flavors. The Colomba varieties of this collection are available in the 500-gram and the 1-kg sizes, and come in the following four flavors: **Peach & Hazelnuts** (featuring **PGI hazelnuts** from the **Piedmont** region); **late-harvest Mandarin from Ciaculli** (a **Slow Food Presidium**); **Tart Cherry & Cinnamon** (where firm and juicy dark cherries are paired with spiced notes); **Chamomile & Lemon** (with both citrusy and flowery persistent aromas).

*See page 32 of the 2021 Spring catalog.*

***"His talent was as natural as the pattern that was made by the dust on a butterfly's wings".***  
**(Ernest Hemingway)**

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