



**2021 Winter Catalog**

**THE MASTER COLLECTIONS: GENESI – FRUTTA E FIORI – GOLD**

**GENESI and the new flavor combination for 2021: the Pistachio Matcha Panettone**

**THE PACKAGING: THE PERFECT REPRESENTATION OF LOISON’S RELIABILITY**

The core characteristics of the Genesi Collection have remained unaltered, as this is one of the staples of the TOP Line. It is an essential Collection that, in the name of consistency and credibility, stands the test of time and is backed by **true craftsmanship requiring 72 hours of patient work.**

The understated, yet elegant, packaging conveys a sense of harmony, in the style of Sonia Design. Designer Sonia’s painstaking research and attention to detail produce the reassuring effects of visual balance, as she strives for perfection every day.



**NEW FOR 2021 IS THE PISTACHIO MATCHA PANETTONE**

This year’s new addition is the Panettone with **green Pistachio Nuts from Bronte (a PDO and Slow Food product)** and **green Matcha Tea from Uji, Kyoto**, where the Japanese tradition of green tea drinking began over a thousand years ago. The flavors of the Pistachio Matcha Panettone come through full circle after the first few bites. From the inside out, you will find: a **green pistachio cream**, soft juicy raisins and delicious white chocolate icing enriched with precious **green matcha tea powder**, finely chopped green pistachios and whole **green pistachios**. *Further information can be found in the dedicated press release.* Alongside the latest Panettone, there are four more varieties, all available in the 1-kilo and 500-gram sizes: the **Regal Chocolate**, prepared with premium cacaos from South America, making this one of the most sought-after Panettone varieties by young and old alike. Next is the **DiVino**, with its skillfully blended dessert wines from the Venetian region to best represent the sweet and rich grapes cultivated there. The **Classic a.D. 1476** is a timeless Panettone that honors traditional baking. Its soft sponge is full of plump raisins and scrumptious candied peel of oranges from Sicily and citrons from Diamante. Finally, the **NeroSale**, created in 2018, comes with lots of dark chocolate morsels and is filled with a decadent salted caramel sauce.

**PANDORO – SOFT AS A CLOUD, GOOD AS A CUDDLE**

In honor of the Veronese tradition of Pandoro, Loison offers four different varieties of the star-shaped yeasted cake, each identified by the color of the wrapping paper. The **Salted Caramel Pandoro** features a recipe crafted in **2019** by Dario Loison, who skillfully balanced the amounts of saltiness and sweetness, whilst maintaining the right consistency and creaminess in the sauce. The **Classic** variety of the eight-point star-shaped Pandoro is especially popular, thanks to the unparalleled softness of its golden yellow sponge, rigorously prepared according to the traditional recipe. Next is the variety filled with tempting **Sabayon**, a foamy cream made with egg yolks according to the Turin recipe that also calls for sweet liqueur wine. Last, but not least, is the wonderful **Chocolate** Pandoro with its mouth-watering filling.

*Pages 30-35 of the 2021 Winter Catalog.*

*The Panettone and Pandoro varieties of the **GENESI** Collection are available in the 500-gram and the 1-kg sizes. They are prepared with **carefully selected ingredients** - fresh eggs laid by free-range hens; Italian honey; milk, heavy cream and butter produced in the mountains; Italian sugar; top-grade flour - and are flavored with pure Mananara vanilla from Madagascar (a **Slow Food Presidium**) and artisanal sea salt*

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*from Cervia.*

## The FRUTTA E FIORI Collection: unique flavors and aromas since 1997

### THE PACKAGING – NATURE INSPIRES, SONIA CREATES

For this sophisticated packaging, Sonia spent months on end researching books at **national and international libraries**, in search of botanical tables created by hand by **skilled artists with expertise in botany**, as far back as the 18<sup>th</sup> century. Sonia Pilla 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 very Collection. The ribbon tied around the box ends with a layered bow that comes in two different colors: a darker hue in the Greek sage green and a brighter hue in meadow green. Behind Sonia's idea was the desire to maintain the balance of the tones, though her inspiration actually came straight from nature's four seasons.

The final touch that Sonia added was a **charm shaped like an L**, for Loison. This **gold-tone accessory is adorned with three rhinestones** and can be attached to a keychain, a bracelet or a watch band. It may also be used to embellish a zipper or a handbag strap. Something cute that will put a smile on your face each time you touch it or look at it.

### THE INSPIRATION – AIMING FOR PERFECTION

This is the Collection that comprises all of the Loison Panettone varieties featuring either a fruit or a flower as a delicious ingredient. It is the result of decades of ongoing search for premium Italian ingredients, which give Loison Panettone its exclusive character.

Whilst keeping an eye on tradition, Dario Loison embraced a new challenge in baking and managed to introduce innovation, while preserving the integrity of a traditional yeasted cake.

### THE PRODUCT – ALWAYS SEEKING PREMIUM INGREDIENTS

This Collection encompasses decades of an ongoing search for premium ingredients, including **three Slow Food Presidia** and several **PDO ingredients**. Since **1997**, Dario Loison has given his Panettone a unique character. In **2019**, Loison created the **Citrus Panettone** featuring citron, orange, lemon, **Chinotto from Savona** and the late-harvest **Mandarin from Ciaculli** (these last two are **Slow Food Presidia**). The **Lemon** variety was introduced in 2018, while the **Licorice & Saffron**, featuring PDO Licorice from Sybaris, has been available since 2013. The **Apricot & Ginger** since 2009; the **Dottato Fig** from Calabria since 2007; the **Late Mandarin from Ciaculli** (a **Slow Food Presidium**) since 2005; the **Noel** - featuring pear, cinnamon, cloves and star anise - since 2005; the **Tart Cherry** since 2004; and the **Marron Glacé** since 1997. Topping off the list are two varieties of sweet bread featuring a flower: the **Rose** Panettone introduced in 2016 (featuring **Ligurian Rose Syrup**, a **Slow Food Presidium**) and the **Chamomile** Panettone launched in 2015.

*Pages 36-41 of the 2021 Winter Catalog.*

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## The GOLD Collection features the latest Pistachio Matcha Panettone

### THE IDEA – AN EXCLUSIVE PRODUCT IN THE VERSATILE 750-GRAM SIZE

The **GOLD** Collection is the **only one** that offers Panettone in the versatile **750-gram format**, therefore meeting the needs of those who look for a good-sized product but still want a more convenient price. The packaging of the **GOLD** Collection is not tied to the yearly theme found in the Loison catalogs, but is presented alongside the other two Master Collections, namely the *Genesi* and the *Frutta e Fiori*, featuring the 500-gram and the 1-kilo sweet breads.



### SEVEN VARIETIES INCLUDING THE NEWEST IN 2021: THE PISTACHIO MATCHA PANETTONE

The Gold Collection welcomes the new flavor combination in 2021: the **Pistachio Matcha Panettone**. This variety brings together an all-Italian tradition with a thousand-year-old ritual. With this Panettone, Loison aspires to elevate the act of tasting by capturing our eyesight, intriguing our sense of smell and enticing our palate. Here, the creaminess of the filling - featuring **PDO Pistachio Nuts from Bronte (a Slow Food Presidium)** - meets the richness of juicy sultana raisins and the delectable icing made from white chocolate and **Matcha Tea powder from the hills of Uji, Kyoto**, where the Japanese tradition of green tea drinking began over a thousand years ago. *Further information can be found in the dedicated press release.*

Next to the 2021 Panettone variety, we find the **Limoni** with its intense citrusy fragrance thanks to the candied bits of lemon peel and the creamy lemon filling; the **Regal Chocolate**, with its decadent filling and delectable morsels prepared with choice cacao beans; the **NeroSale**, introduced in 2018, with its delectable salted caramel sauce paired with choice single-origin dark chocolate; the soft and rich **Classic a.D. 1476** comes with juicy raisins and candied peel of oranges from Sicily and citrons from Diamante; the **late-harvest Mandarin from Ciaculli (a Slow Food Presidium)** features the intense aroma of the prized citrus fruit; and, available since 1997, is the **Marron Glacé** prepared according to a one-of-a-kind recipe.

### THE PACKAGING – A GOLD-TONE CHAIN MAKES ALL THE DIFFERENCE

This Collection sports a **simpler, yet elegant**, look with a vintage touch added by the small bouquets of flowers depicted on the wrapping paper, available in different colors depending on the variety of Panettone. Some of the other details of the packaging, though smaller, help enhance the design. For example, the **thin gold-tone chain that works as a handle** makes the container definitely stand out. It is similar to the one we would find on a fashion house tote, for a touch of lightness and grace.

On the packaging is also the golden hot-rolled lettering “**Fatto a mano**”, or “*Handmade*”, reminding us that this is a high-quality craft product backed by over **80 years of Loison Pasticceri’s baking expertise**. The final touch that Sonia added is a **charm shaped like an L**, for Loison. This **gold-tone accessory is adorned with three rhinestones** and can be attached to a keychain, a bracelet or a watch band. It may also be used to embellish a zipper or a handbag strap. Something cute that will put a smile on your face each time you touch it or look at it.

*Pages 42-45 of the 2021 Winter Catalog.*

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***“Happiness is a feeling that forms over time, a way of life punctuated by many small moments of joy”.***  
***(Sonia Pilla)***

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