

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

October 24, 2013

LOISON: Past, Present and Future

“Tradition is our main ingredient and Passion is what heats our ovens: we have been creating signature confections for three generations and we bring them to tables across the world”.

Three generations and an oven that is still baking

Simple origins and genuine products: bread baked in wood-burning ovens and traditional sweets of the Venetian region. That is where the business history of the Loison family began, circa the end of **the 1930s**. **Grandpa Tranquillo** was the first to fall in love with the art of bread making and later passed it on to his **son Alessandro**. Together they turned the bakery into an actual family-run business with a shop that opened in 1969.

Run by **grandson Dario since 1992**, our company has taken on an international dimension. Our confections are made with carefully selected ingredients and are exported to several countries in Europe and overseas to meet the needs of increasingly fond and demanding customers. The secret of our success lies in matching **tradition with current trends**; by recapturing **old recipes** as well as by paying **attention to new flavors**; selecting excellent raw materials and using innovative production techniques. Constant artisan passion added to managerial skills is Dario Loison's recipe for success in the Third Millennium.

The craftsmanship and effective innovation of a customer-oriented business

The artisan style of the company was a well thought out choice, the only one that allowed us to focus all our attention on the quality of our products and to put our customers at the center of an **accurate and highly personalized service**. A product's quality indeed cannot be separated from an **efficient business relationship and a clear and fast interaction with our customers**. To ensure all of the above, Loison provides a versatile and experienced international Customer Service, with daily hands-on use of IT technologies and an **effective communication**, both on site and on line.

The way our company is structured enables us to provide a **reliable and flexible** environment for doing business with our partners, and also enables us to meet the increasingly specific demands of our customers by offering exclusive and highly personalized products. In a few words, our company's flexibility is what makes us a unique example of **Art and Innovation**: a great achievement for a small enterprise that is often quoted as a university case study.

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Some data

Our company has a lean and advanced production and commercial facility, which enables us to maintain strong links with Italy's oldest pastry tradition and to serve at the same time a global market with efficiency. The flexibility of our structure, which is the result of an **inalienably and deliberately artisanal choice**, allows us to meet the most demanding specifications and to constantly update our product range, which now consists of over 80 products with several varieties. Our company extends over 4,000 square meters and our workshop employs around 20 direct production people, expert pastry chefs, who are assisted by another 30 seasonal workers during the busier times.

The cake production is between 4,000 and 5.000 kilos per day, with a turnover of more than EUR 4.5 M, which is projected to increase.

We promote **direct and continuous contacts with our partners**, who are invited to make their suggestions and visit our workshop. Thanks to our internal communication team, who refreshes the look of Loison products every year, we can offer our partners the most efficient sales and distribution services, as well as personalized and one-of-a-kind solutions.

"Storia di straordinaria imprenditorialità" (An example of extraordinary entrepreneurship) from *Economia & Management* magazine, issue #2, 2009

"Entriamo in azienda oggi" (Let's go into business today), vol. 1, a textbook by Astolfi, Rascioni & Ricci; Tramontana Ed.

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