

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press Release n. 01 - May 2012

LOISON: INNOVATIONS IN THE 2012 CHRISTMAS COLLECTION

LIKE EVERY YEAR, DARIO AND SONIA LOISON ARE PROPOSING PRODUCT AND IMAGE INNOVATIONS DESIGNED TO CREATE TRENDS, AGAINST THE BACKDROP OF A CATALOGUE THAT DECIMATES THE THEME OF THE PANETTONE CAKE WITH OVER TWENTY DIFFERENT PROPOSALS AND A THOUGHT FOR THE CALENDAR BEYOND CHRISTMAS AS WELL.



With a natural aptitude for excellence... Dario Loison's philosophy in connection with his products was developed along several important lines, which often come together with surprising results. Firstly, this means the choice of the basic raw materials, which are on a level of absolute excellence in the "Top" line, which covers three quarters of the catalogue, and are modulated in accordance with market demands in the "Pastry" lines, again of a very high level, and the "Extra Quality" line, with an eye on economy. Again with regard to the raw materials, the company has a privileged collaboration with Slow Food for the supply of exclusive ingredients, such as the Savona Chinotto orange, the Late Ciaculli Mandarin, the Cosentino "Dotato" Fig and the Bronte Pistachio. And there is more. In terms of typical Venetian products, the pastry valorises Prosecco spumante, but also a local hillside fruit – namely the sour black cherry, as well as products such as chocolate and glazed chestnuts, which date from the historical cafés. Finally, the company's recent interest in recuperating the Venetian tradition of spices, which led to the Noël Panettone cake, inspired by certain cakes from Central and Northern Europe, but also by combinations that are highly appraised locally, such as the Apricot and Ginger Panettone and the Venetian Sour Black Cherry and Cinnamon cake.



An unmistakeable image... Loison products are immediately recognisable, thanks to Sonia, who deals with the presentation of the products, in an exceptionally professional way and with great personal involvement. One constant in the Loison image is the nostalgia for the Belle Époque, when the pastry shops of the great European capitals expressed themselves on unquestionably refined levels, both in terms of the atmosphere of the environment and the elegance of the product presentation. From year to year, Sonia develops a particular aesthetic theme, suggested by her own spontaneous inclination towards romanticism, orienting the more than twenty Christmas product lines in the same direction. The 2012 collection, for example, is characterised by a trio of extremely evocative colours – ivory white, Venetian green and antique red – in intense tones, suitable to confer warmth to the holiday season table, but in vintage artistic paper, as if they were covered by a fine dusting of powder, almost a preview of the first snow. The packages reproduce antique fabrics with



floral decorations, Victorian friezes and lace, with a profusion of refined ribbons and golden decorations that confer a seal of elegance to every gift package.

Beyond Christmas. The panettone is a Christmas cake par excellence, but when it is introduced onto the market as “Italian Cake”, the tradition of being a “Christmas” cake is felt less. Thus, given its great success abroad, Loison's showcase includes several presentations that go beyond the typical colours and symbols of Christmas: elegant packages, suitable for an anniversary gift or an invitation to dinner, with the pleasure of being able to find some personal or domestic use later for the boxes and containers. That's how the inclusion in the catalogue of the “Venetian” is to be interpreted. It is truly a cake for all occasions, with the aroma of spices and studded with grains of sugar and almonds, bearing the image of elegance and gaiety of the city of the Lion of St. Mark and the Carnival.

Dario and Sonia Loison:
two hearts and a thousand panettoni...



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Press Release n. 02 - May 2012

2012 INNOVATIONS – THE DOGE’S OSELLA: ANOTHER COLLECTOR’S COIN FROM LOISON

AFTER THE GOOD LUCK CHARM OF THE COIN WITH THE HOLE IN 2011, DARIO LOISON PROPOSES ANOTHER COLLECTORS’ ITEM THIS YEAR, TARGETED FOR THOSE WHO APPRECIATE OBJECTS THAT TELL A BEAUTIFUL STORY.



Curiosity about beautiful traditions. Venice’s value in the collective imagination of the entire planet is quite clear to Dario Loison. That’s why he has turned his attention to the great pastry tradition of the city, re-proposing, firstly, all the refined flatbread sweets that go by the name of the Venetian flatbread cake. In order to honour this debut properly, he asked Sonia to create a special ad hoc package, with a play on the symbolic images of Venice, such as the Lion of St. Mark, and the famous Venetian Carnival masks. But that’s not all, because the ribbon the package is tied with is pinned down with a coin with a hole in it, which has a story of its own.

The Doge’s Gift to His Peers. It is a well-known fact that the Venetian Republic of the Serenissima was governed by a doge, a figure that can be traced to the ancient leaders of the Venetian people, whose title comes from the Latin term “dux”. So the doge was a personality who enjoyed a great many privileges, including the right to hunt in the Venetian lagoon. In addition to this right, however, in this specific case, the doge was also obliged to share his game with the members of the Great Council, as a symbolic sign of recognition. The gift he was required to make consisted of a certain number of “oselle”, namely, the ducks that were the most sought after game in the lagoon. With time, the gift in kind was replaced with limited edition coins, which kept the name of “osella” and their nature as an exclusive gift, to the point that those who received it often bored a hole in it and wore it proudly on the collar of their cape.

Said and done... Fascinated by this beautiful Venetian tradition, Dario had some new oselle coined especially for his purpose, using them to hold the ribbon on his Venetian cake, with hopes, however, that the recipients of the gift, after hearing the story, would also be tempted to turn it into a curious clothing accessory, a keychain or simply a curious Venetian amulet, beyond the intrinsic value of the object, for the pleasure of its romantic story.

**When curiosity is an attitude
that leaves a beautiful mark**



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Press Release n. 03 - May 2012

2012 INNOVATIONS – THE SECOND COIN WITH A HOLE IN THE LOISON COLLECTION

IT LOOKS LIKE A SIMPLE RIBBON CLASP, BUT IN EFFECT, IT IS A COLLECTORS' COIN, TO BE TURNED INTO A KEYCHAIN OR GOOD LUCK CHARM FOR THE NEW YEAR.



Everything was created in Portobello Road...

Dario Loison is a rather original collector. Thus it comes about that a strange coin with a hole in it can be found in an English flea market. The exhibitor called it a 'bread token'. So the story of these "tokens" came out, which were once used to obtain a certain quantity of bread from bakers without opening your purse. They could be round, hexagonal or toothed, but who coined them? Well, it definitely was not the public mint, but mostly charitable organisations, which could then be certain that the contribution would be spent on bread and not on other things. The Loison collection contains several of these, dating from the 1800's, when these coins were minted, on occasion of wars or famine. As far as the hole was concerned, its purpose was to enable the coins to be strung on a string or nail, so that they could be held together and counted with ease.

But there is also another beautiful story... Coins with holes were considered good luck charms; in fact, due to ancient tradition, a coin with a hole was nailed to the front door of houses on the first of the year, and the coin that turned out to be the most effective was promoted to the rank of a good luck charm, to be handed down from father to son. Another amusing tradition involved medieval crossbowmen, who used coins as targets, promoting them to good luck charms when they hit the bull's eye and won a match. So the old Italian saying "you're not worth a coin with a hole in it", does not necessarily hold true!

Said and done, the Loison coin. So Loison got the idea of turning the coin with a hole into a production accessory. That's where Sonia came in and used her ability to create a unique ribbon clasp. It is the only one of its kind, for the most exclusive packages, to be collected from year to year or transformed into a pendant for a keychain. So that's what's behind the Loison coin; an idea that has had extraordinary success – add a cord and it becomes a pendent; a pin and it becomes a buckle; needle and thread and it can become a good luck button. It works for those who believe in good luck charms, like children, obviously, as well as for those who simply find it amusing.



Loison: the constant aptitude
to cultivate culture

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Press Release n. 04 - May 2012

DISCOVERING THE WORLD OF SPICES

FOR DARIO LOISON IT IS A DIMENSION TO BE EXPLORED TO REDISCOVER THE TASTES OF ANCIENT VENETIAN TRADITION, BUT ALSO TO SEEK NEW PROPOSALS THAT AROUSE THE ENTHUSIASM OF CUSTOMERS.



The ancient capital of spices. Venice is the capital of spices par excellence. The merchants of the Serenissima frequented the ports of the Middle East and established warehouses there for the transit of precious goods, starting from silk and spices.

The spices, from cane sugar to pepper, from cloves to nutmeg, came to the ports by maritime transportation and caravans from Arabia, India and even from China. Then they took a thousand different roads through the Old World, to the cities of Flanders, from where they again departed by sea towards London. The merchants of Venice accumulated unimaginable fortunes with this traffic, which can be seen in the palaces of the city, which are also seats of representation.

The Story of Camel Palace. Campo dei Mori is located in the sestiere of Cannaregio. It takes its name from three Greek brothers who arrived in Venice in the year 1112. The most renowned of the three was Rioba, if for no other reason than the fact that he is represented in a statue mounted in the corner of his palace. The merchant is shown with oriental clothing and a sack on his shoulder.

On the facade of the building, on the other hand, there is a base relief with the figure of a camel laden with goods; a sort of commercial insignia for the spice company that had its Headquarters there, with direct access to the waterways and warehouses all around.

Vanilla, cinnamon and cloves... These are the most widely used spices in Venetian pastry; Dario Loison started from them in his umpteenth trip in search of the culture of taste. First came vanilla from Madagascar, which enriches all of his company's panettoni. Next came the Noël Panettone, with cinnamon pepper and cloves, on the trail of the aroma of certain spicy cakes from Northern Europe. This was followed by the Apricot and Ginger Panettone and more recently by the Venetian Black Sour Cherry and Cinnamon Panettone. All of these cakes are surprising for their taste, which evokes an atmosphere of other times. Other innovations are on the way as well, because Dario is still exploring the world of spices.



Loison: constantly seeking new emotions

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Press Release n. 05 - May 2012

THE BAROQUE / ROCOCO LINE: A MUST FOR LOISON PRODUCTION

TEN PANETTONE FLAVOURS IN A COLLECTION THAT COVERS THE ENTIRE RANGE OF DARIO LOISON'S RESEARCH: TRADITION, EXCLUSIVE RAW MATERIALS AND RECOVERY OF THE TASTE FOR SPICES.



Panettoni for every taste... The Baroque line proposes Loison's top cakes, in sizes ranging from 1 kg, in ten different variants – Classical, Chinotto, Mandarin, Apricot and Ginger, Royal Chocolate, Prosecco, Fig, Marron Glacé, Sour Black Cherry, Noel with spices, – fully representing the extraordinary results of years of company experimentation and research, thanks to the company's desire to represent the regional food and wine tradition in the best possible manner, the collaboration with Slow Food on the most sought after raw materials from all over Italy and the experimentation to recover the typical spices of the Venetian pastry tradition. The Rococò line re-proposes eight of these 10 tastes in sizes starting from 500 grams, which are in particularly high demand on the market.

Loison's most classical image. The Baroque / Rococò packaging line is one of the feathers in the cap of the Costabissara pastry house and has been confirmed each year thanks to the high demand of the clientele, and the perfect equilibrium between the product and the image. Undoubtedly, it is an ideal Christmas gift: a panettone cake you just can't do without, because of its unmistakable quality, packaging with antique taste, enriched by a baroque frieze. The innovation that can be seen in the 2012 proposal is a particularly refined tone, suggested by the "talcum powder" colour of the packaging, like slightly pink face powder. On this basis, the colour variations of the ribbon designed to match, – ivory white, antique pink, dark pink, gold yellow, mustard yellow, sage green, underbrush green and cocoa – with the company trademark and motto in base relief, tone on tone.

Ten panettoni cakes: a nice round figure that says a lot about Loison's research and innovation



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Press Release n. 06 - May 2012

THE "EMOTIONS" LINE: THE CHARM OF A TIMELESS PROPOSAL

THE PROPOSAL CONCERNS THREE "TOP OF THE LINE" PANETTONE CAKES, WHICH ARE UNIQUE FOR QUALITY AND THE SELECTION OF RAW MATERIALS — WITH A PRESENTATION INSPIRED BY THE HIGH PASTRY PACKAGES OF THE BELLE ÉPOQUE, IMPECCABLE FOR ANY OCCASION.



A panettone cake that leaves its mark. The "Emotions" line inaugurates Loison's most exclusive showcase: the Classical 1476 A.D. panettone, the non plus ultra in terms of tradition; the "Prosecco" panettone, coupled with a world famous wine; the "Late Ciaculli Mandarin" panettone, which is available thanks to the exclusive agreement with Slow Food. With these premises, the panettone enters into new perspective, no longer related only to Christmas, especially among those who follow the dynamics of taste and on the international market, albeit it remains faithful to its traditional image.

The charm of Belle Époque Pastry. The package is a beautiful and exclusive cardboard chest, inspired by the cake boxes of historical pastry shops. Every variety of panettone is distinguished by a delicate colour – water green, powder puff pink, and banana yellow – purposely different from the usual Christmas colours. In this sense, it should be interpreted as a unique decoration, the printed base relief frame, tone on tone, around the logo "Loison pasticceri dal 1938", set under the wing of rejoicing angels, like a triumph of rare and delicate sweets in honour of the panettone. It's something of a "minimalist" proposal in its refined elegance, which entrusts the image of the panettone and the notes of quality to the label signed by Dario Loison, with its wax seal.



Thinking of Christmas, but not only Christmas. The objective was to establish a line of absolute excellence for the product, and Dario fielded three panettoni cakes that have now been successfully tried and tested, thanks also to the important collaboration with Slow Food. The need was thus born for packaging that offered these products wider perspectives in the market, both in geographical terms and by the calendar. The credit for "making the circle square" goes to Sonia, who created a package that seems to have come from a belle époque pastry shop, with all the right traits to tour the world.

«Loison: the sweet revolution of the panettone cake that is fabulous year round»

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Press Release n. 07 - May 2012

2012 INNOVATIONS – THE HARMONY LINE, FOR A GIFT THAT LEAVES YOU WITHOUT WORDS

THE TOP OF THE LINE LOISON PANETTONE CAKE MAY NEVER HAVE FOUND A PACKAGE THAT EXPRESSES THE WISH FOR HARMONY SO WELL, AMONG FAMILY OR FRIENDS GATHERED ROUND A TABLE.



A search for aesthetics that confer exciting results. We already know everything about the top of the line panettone cake: The best of ingredients and the most attentive processing lead to inimitable results. This is the heart of the product, but in a cake that is so rich in symbolic values, what the presentation transmits to the receiver also counts a lot. Sonia Loison knows well that her aesthetic research is never an end unto itself.

This product speaks of harmony, the most desirable feeling on holidays, and its image is the first contribution to the desired serenity. So on the wings of nostalgia, we go back in time to unequalled moments of well-being: a colour and a floral motif are enough to evoke those moments, and such is the skill of the stylist.

In search of perfect equilibrium. The Harmony line proposes two panettone flavours of the top line, in sizes starting from 750 grams: The classical Panettone, which represents the utmost in the use of excellent raw materials, and the Sour Black Cherry Panettone, which is one of the variants most highly appraised by customers in search of new sensations. The package is made of taut cardboard, which makes a nice overall impression from the aesthetic point of view. Sonia chose antique pink as a background colour, with slightly contrasting floral friezes in nineteenth century style, which is characteristic of certain Victorian furnishing fabrics. A detail that cannot be overlooked is the base relief reproduction of the frieze in opposite corners, so that the package is particularly prestigious to the touch as well as to the eyes. The company logo is in the centre, again with a slight contrast. A purposely thin large grain strip with a matching colour was chosen for the closure: Intense pink for the Classical panettone and wine red for the Sour Black Cherry Panettone. It would seem appropriate to carry such a refined package on tip toe in order to avoid disturbing the magical harmony that is spreads all around.



Harmony: when quality and aesthetics exalt each other

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Press Release n. 08 - May 2012

2012 – THE LOISON “TIN” IS IN INCREASINGLY HIGHER DEMAND

WHEN PASTRY CROSSES THE BOUNDARY OF ART: THE LOISON TIN IS A LIMITED EDITION, WHICH HAS ALREADY BECOME A COLLECTORS’ ITEM IN ITS FIRST SEVEN YEARS OF HISTORY.



A way to feel unique. Loison’s commitment to culture around the panettone cake continues through and object, namely the Loison “tin” which is its unmistakeable icon. It seems like yesterday, but we have already reached the seventh anniversary of a production that renews a beautiful habit from bygone times: Entrusting your memories to these tins, reusing them to conserve family photographs and sentimental correspondence.

Lined up on a shelf, the Loison “tins” look very elegant, transmitting a sense of love for beautiful things.

The panettone cake in its best container. The contents of the “tin” are always the same, because you can’t ask for more: a “Classical A.D. panettone cake – namely the top of the Loison production, with the best of every ingredient. The container, on the other hand, is confirmed with a decoration that has enjoyed exceptional success on the market, to the point that it was requested again this year by customers, a Christmas fantasy seen through the eyes of children: on the side, a series of illustrations from the period, dedicated to the preparation of the panettone, as if it were a game; on the cover, instead, the dream-like image of a window with Christmas decorations and the snow falling, with a chirping redbreast on the window sill. Underneath the cover, an excellent quote – **«The appetite is to the stomach as love is to the heart»** from the great gourmet Gioacchino Rossini. Inside is the booklet to which Dario entrusts his thoughts on the panettone cake every year: from its history to the processing, which lasts three days, to a new recipe of creative cuisine.



A new culture of quality. For Dario, the collector’s item “tin” is the chance to valorise the result of his continuous research for historical materials in this production of high pastry art: historical photographs and postcards, above all, but also mementoes of other kinds, such as baking instrument and accessories, which are systematically sought on the market to enrich the company museum dedicated to the panettone. As far as Sonia is concerned, her touch gives the images the effect of memories faded by time.

**Loison: the pleasure of keeping
the best traditions alive**

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Press Release n. 09 - May 2012

2012 INNOVATIONS – THE “ELEGANCE” LINE, THAT NECESSARY TOUCH OF VANITY

HOWEVER GOOD IT IS, EVEN AT THE TOP OF THE LINE, THE PANETTONE CAKE SEEMS TO TAKE THE BACK SEAT, BECAUSE SONIA'S PROPOSAL BRINGS OUT THE SENSE OF BEAUTY AND THAT TOUCH OF VANITY THAT WE ALL POSSESS.



A name that needs no explanation. When elegance is called upon, Sonia Loison is the one who dictates the law. This new refined proposal implies that the quality of the panettone cake is the best. With such a presentation, it really couldn't be otherwise. But we are speaking of a gift that is noticed right away, first of all because of the tone of it all, which is really exclusive – and secondly because of the sparkling gold details, which evoke the pleasure of high profile shopping. With a sack like this you could come out of Cartier's in Paris or Tiffany's in New York...

Elegance worthy of the best panettone. The proposal concerns three flavours of panettone in the versatile 500 gram size: The Classical A.D. 1476 Panettone, the non plus ultra in terms of raw materials and tradition, the Mandarin Panettone, enriched with candied Late Ciaculli Mandarins guaranteed by Slow Food and the Sour Black Cherry Panettone, one of the variants most highly appraised by customers. The package is an embossed paper shopping bag, with a small base relief rib. The background is a trendy sand colour, with the base relief message "Loison – Pasticceri dal 1938" in satin finished gold print. Nevertheless, what makes the elegance shopping bag the only one of its kind are the handles, which are made of gold coloured chains. The last touch is the label that provides explanatory information, which is held with a gold seal bearing the company logo.



A shopping bag for all seasons. This line confirms the trend of making the packaging more than just packaging. It is the recovery of a sound principle of home economics: when it has performed its original function, every object must be offered a second chance for a practical use. In the case of the Elegance shopping bag, after making a great show as a cake package, it can have a second life as a bag for daily use. It is robust and resistant to rain because of its plasticized finishing and possesses that touch of elegance that makes it suitable for any situation. Sometimes a touch of vanity, even in small things, is precisely what it takes to get into a bit better mood...

**Loison: when beauty is never
an end unto itself**

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Press Release n. 10 - May 2012

THE "LITTLE GIRLS" LINE: A REFINED PROPOSAL OF HIGH PASTRY ART

TWO TOP NOTCH PANETTONE CAKES IN A PACKAGE DECORATED WITH A POETIC PHOTOGRAPH FROM OTHER TIMES. A MAGNET CLOSURE BOX THAT CAN IMMEDIATELY BE REUSED AS A FURNISHING ACCESSORY.



One surprise after another. The peculiarity of this proposal is the combination of a top quality panettone, in the Classical and Sour Black Cherry versions, and a package that will give customers the pleasure of conserving objects of good taste: a rigid box, which you can immediately imagine using in a wardrobe, but also as a new collectors' item, the "coin" ribbon fastener, the detail that makes this line without equal. All of this, with the surprising quality price ratio that is a constant in the Loison collection.

Simply exceptional. First of all, the top line panettoni cakes, in the 1 kg and 500 gram sizes: the "Classical A.D. 1476", rich in candied fruit, with its intense and soft taste; little girls like candied fruit, of course, and the "Sour Black Cherry" panettone, with delicious fruits inside, to meet the taste of traditionalists and the curious alike. Not to mention the package, a robust, rigid cardboard box with an extremely practical magnet closure. The background is sand coloured, which Sonia selected to highlight the sepia tones of an image from the early twentieth century, chosen for the Loison collection: Four little girls with ringlets and curls and dressed in lace, sitting around a table to celebrate Christmas with slices of panettone and glasses. The seal is a "postal stamp" with the Loison slogan. The package is completed with a glittered organdie ribbon, fastened with a second "coin" from the Loison collection.



«Go where your heart takes you». The title of the celebrated novel could also be the slogan for a company governed by professionalism, which has remained attentive to the voice of passion, however. This is true for Dario, first of all, because he is a tireless researcher of mementoes related to his profession. Like the tokens that were once used in England to buy the daily bread, without worrying about money: going from the "bread token" collection to the idea of producing similar tokens to accompany the panettone cake was a sort step. The second coin of the collection is hexagonal in shape, which was frequent with these tokens. It bears the message "1 cake", an amusing expedient to make the gift of a cake to a child.

«Loison: Our tradition is an inexhaustible source of creativity!»

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Press Release n. 11 - May 2012

2012 INNOVATIONS – THE “SECRET” LINE, A REFINED GIFT FOR EVERY OCCASION

THREE FLAVOURS OF TOP NOTCH PANETTONI AND A VERY REFINED PACKAGE TO OVERCOME THE USUAL CHRISTMAS CONNOTATION AND PROPOSE A GIFT FOR ANY SPECIAL OCCASION.



The pleasure of conserving a beautiful memory. The sense of this proposal lies in the prolonged pleasure of the holiday, conserving photos and objects that remind us of it. Nothing is more suitable for this than a panettone box, ready for new use as a souvenir box and to hide other pleasant little secrets. Sonia has a true passion for these objects with a double use – boxes and other similar containers – initially used to represent Christmas and then made available for a long and pleasant second life as companions of everyday life.

First of all, an unforgettable panettone. The proposal concerns three top line panettone cakes – prepared with fresh cream, milk and butter, plus natural Madagascar vanilla from Slow Food – in sizes starting from 1 kg: The Classical Panettone, the one most faithful to tradition, with raisins and top quality candied fruit; the Prosecco Panettone, with raisins macerated in the top quality spumante of the Treviso hills and the Mandarin Orange Panettone, with candied Late Ciaculli Mandarins from Slow Food. In a word, one of these three Loison panettone cakes will be the first reason to have an indelible memory of the gift received.



An exceptionally refined package. It's really a nice idea to have a matchbox container, large enough to contain photos, postcards and other little treasures. Extremely refined, but robust, made of pressed cardboard and lined with ivory coloured paper. The decoration is very discreet, with a central base relief frieze in transparent varnish, on both the body and the sliding cover. The elegant box will fit magnificently into any area of the house, on a shelf and visible or in a “secrétaire”. The package is sealed with a ribbon in three different colours – respectively wood green, ivory and orange – and is held with a nice hexagonal “coin” minted by Dario Loison for his collector friends.

**Loison: Tradition and new prospects
for the panettone cake**

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Press Release n. 12 - May 2012

THE "DIAMOND" LINE: SINGING THE PRAISES OF LOISON "FOOD & DESIGN"

TWO TOP NOTCH PANETTONE FLAVOURS IN A PROPOSAL THAT SEALS THE 2012 COLLECTION, TAKING THE PRINCIPLE OF REUSABLE PACKAGING IN HOUSEHOLD LIFE TO ITS MAXIMUM EXPRESSION.



An image that says it all. The concept of raising the panettone up to an élite product that is not tied to any date on the calendar reaches its maximum expression in this proposal, combining absolutely quality ingredients with purposely essential packaging, which has no direct references to either the panettone itself or to Christmas. The inspiration undoubtedly comes from the world of exclusive products, such as high fashion or perfumes. This accentuates the effect of a gift even more, which in any case remains within a reasonable price range.

A "luxury food" proposal. The panettone is proposed in two sizes – the kilo and the half kilo – and two tastes: the "Classical A.D. 1476, rich in top quality candied fruits and raisins, and the "Mandarin" with candied Late Ciaculli variety oranges, by exclusive concession from Slow Food. The box is very refined, with its white background with hazelnut coloured frames and the company logo in base relief, like a "lace" paper used in belle époque pastry shops; a detail that is indicative of the absolute excellence of the product is the diamond applied to give a touch of light; the diamond-tipped cord that holds the label is extremely thin. There is no writing on the front of the box, except for the punched company logo. Inside, Dario Loison has placed the booklet he creates every year, in which to entrust his thoughts about the panettone. The re-interpretation of the box as a furnishing accessory or wardrobe container is immediate.

A panettone made for true «foodies». With this proposal, Loison embarks in the golden world of "foodies", the international gourmets who are always seeking the best in terms of quality and image. The credit for this has to go to Dario, who is a tireless explorer of new dimensions in his work, from the close collaboration with Slow Food in order to experiment exclusive ingredients, to his participation in international trade fairs, where he gleans innovations as they are created and allows himself to be carried away by new trends. Tradition remains the anchor of safety, but the gastronomical vanguard is the new horizon of panettone.

Loison: Small details that make a big difference



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Press Release n. 13 - May 2012

THE "CUDDLES" PROPOSAL, FOR A MOMENT OF REFINED TENDERNESS

THE LOISON CLASSICAL PANETTONE IS PROPOSED IN ITS NEW VESTMENT AS A CONVERSATION PIECE, WITH THE ACCOMPLICE OF A CUP OF AROMATIC TEA AND THE SUFFUSED LIGHT OF A TABLE LAMP.



The atmosphere of a magic moment. The proposal takes advantage of the desire for tenderness and serenity that is born spontaneously in the heart, when you think of someone you love and the approaching meeting. So here is the thought that goes not only to a moment of material sweetness, the soft panettone itself, but also to the most suitable atmosphere to taste it, in pleasant company: A cup of tea in the elegant suffused light of a white porcelain table lamp. This said, since the expectation of pleasure is also part of the emotion, here is the package that unites the three ingredients in a moment that will hopefully be unforgettable.

A studied visual presentation. The protagonist of the proposal is the Classical Panettone, the top of Loison's line of production in terms of raw materials and processing, in sizes from 1 kg, the most suitable for a gift of substance and image. A tin of 70 grams of black tea in melange leaf comes with it, with the fragrance of oranges and cinnamon, ideal for the festive atmosphere of New Year. The set is completed with a white biscuit porcelain lamp holder, with a suggestive transparent effect. The project of image starts with the panettone, packaged with paper and highly appraised at the time it is chosen and when you make the gift. The package is complete with a sage green satin ribbon, which is re-proposed in the lamp holder package. The same colour is used for the writing on the label of the elegant aluminium tin of tea. Everything is contained in a box with a window, which gives a great immediate view, for both the purchaser and the receiver of the gift.



A refined gift for a special occasion. This prestigious gift package is another feature of Dario and Sonia's project to make the panettone a year round cake. At Christmas time, as is the tradition, but also for all other important occasions. This then is the sense of the image that knows no season, refined for a moment of tenderness among persons who love each other.

Loison: A company that always sets itself new goals

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Press Release n. 14 - May 2012

THE VENETIAN: A CAKE FROM A CITY WITH THE HOLIDAYS IN ITS HEART

FROM THE NOBLE BANQUETS TO MODERN TABLES, THE VENETIAN IS A CAKE WITHOUT TIME.

THE DOGE'S OSELLA, A COLLECTORS' COIN, SEALS THE GIFT PACKAGE.



The great traditions of Venetian pastry. Dario Loison is convinced that the most convincing products must be inspired by tradition, but renewed through experimentation of recipes and creative combinations. The latest wager won concerns this shortbread sweet of popular origin, which has been enriched with the products that have come to Venice for centuries from overseas, from sugar to spices. It has thus become a noble cake, served on the richest tables, becoming a symbol of the refined pastry tradition of the Serenissima republic, over the centuries. It is a leavened cake with a spongy texture, rich in butter and made with fresh milk and cream, natural Mananara vanilla from Madagascar and covered with a macaroon glaze with grain sugar and almonds.

Four proposals in a crescendo of aromas.

Not only tradition, but innovation as well: so the Venetian Classical cake is enriched with several excellent products that exalt its fragrance and softness: the Venetian with Mandarin oranges, with candied late Ciaculli mandarin oranges from Slow Food in Sicily; the Venetian with Bronte Pistachios, another Slow Food product from the area of Mt. Etna, which is utilised for both the garnishing in grains and for the cream filling; the Venetian with Sour Black Cherries and Cinnamon, in an intriguing recipe that combines the typical fruit of the Euganean Hills with spices that have been imported to Venice from Ceylon since the Seventeenth century.

The image of Venice for his noblest cake.

The refined nature of these Venetian cakes is stressed by the package created by Sonia. The wrapping proposes images that evoke the atmosphere of the lagoon: The Carnival masks, the Lion of St. Mark, the gondolas in the Canal Grande and other scenes of the city. A touch of class is offered by the ribbon holder, a coin especially minted, similar to the ancient "osella" that the Doge gave as a gift to the highest ranking nobles, bored with a hole, as they did in ancient times, in order to wear it proudly on the colour of their mantle. It is an idea fit to be a collector's item, an expression of the culture behind Loison products.

The Venetian, the sweet accent of a romantic city



THE ROYAL / PRINCE LINE: A LOISON MUST

ON THE MOST IMPORTANT OCCASIONS, WE LIKE TO BE SURE OF THE GIFT WE GIVE, AND THIS LINE ALWAYS RESPONDS TO THE DESIRE FOR PANETTONE OR PANDORO, THANKS TO THE NUMBER OF FLAVOURS AND SIZES.



A battle horse, as they say. The Royal line offers the most complete image of Loison's production, uniting all the tastes and sizes of panettone and pandoro cakes, prepared with high range ingredients selected according to the most attentive bakery procedures. It is the family portrait, if you will, of the loyal Loison clientele, who purchase the Classical panettone or the panettone without candied fruit, because it is a cake that cannot be missed on the holiday table, and it also allows you to be overcome by the temptation of a richer almond glaze, a cream filling or the delicious and tempting drops of chocolate. All of these combinations realise the best relationship between the effect and convenience, in the certainty of finding a cake suitable for the occasion.

A complete showcase of tastes and sizes. The Royal line proposes 8 tastes of panettone (classical, without candied fruits, with almonds, chocolate, cream, coffee, lemon and macaroons) in sizes ranging from 1 kg, namely all of the proposals experimented in years of attentive observation of the market. The Prince line re-proposes four flavours (classical, without candied fruit, with almonds and with chocolate drops) in the smaller 500 gram package, which is good for less numerous families or if you want to make a less costly gift. The showcase is completed by the Royal Pandoro line, which proposes a leavened cake of Veronese tradition, in three flavours (classical, zabaione and chocolate), in 1 kg packages.

A package of tried and tested elegance.

The Royal line has a consolidated image, well known among purchasers, which is now associated with a high range product that is definitely convenient. In any case, Sonia never fails to contribute that extra improving touch.

In fact, the 2012 collection proposes some particularly refined colour combinations.

The package has a background colour of banana yellow, with some light friezes of typically Victorian nineteenth century taste. A package seal, even for the ribbon, with ten different shades of tenuous colours. The final detail is the wax seal with the company logo, which holds the explanatory label.

**Loison, a unique collection
for quality and variety**



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Press Release n. 16 - May 2012

2012 INNOVATIONS, THE PATISSERIE LINE: THE PANDORO CAKE IN ITS MOST ELEGANT FORM

FROM THE CLASSICAL VERSION TO TWO PERSUASIVE GOURMET PROPOSALS, THE PANDORO IS PRESENTED IN A GIFT PACKAGE WORTHY OF THE INNATE REFINERY OF ITS FORM.



For lovers of the starred white cake. The pandoro has its loyal customers and the Loison collection can definitely not disappoint them. So here is the traditional Veronese cake in its best bakery realisation: Excellent raw materials and care in processing that translate into a rare soft consistency that is deliciously homogeneous. The proposal concerns a package with a special effect, ideal for a Christmas gift, but with an image that is also suitable for any occasion outside the usual holiday calendar. It is the situation when the principle of conserving the container – in this case a shopping bag – for a use that goes beyond the circumstances of the gift, is still valid.

A proposal that satisfies traditionalists and party-goers alike. The pandoro is proposed in the classical version, which brings out the quality of the basic ingredients, for the benefit of those who appreciate the essence and goodness of this leavened cake. There are then two versions with cream filling that have enjoyed enormous success: A zabaione cream filling, delicious preparation of Turin tradition, based on eggs and liqueur, and a chocolate cream, starting from the best quality of cocoa, with an exceptional yield in terms of taste and consistency. The 1 kg package proposes the pandoro in the size that best valorises its star shape and liberty design.



A high class presentation. In order to exalt a cake of innate elegance, Sonia devised a shopping bag with a beautiful image from the Loison collection. The choice fell on an eighteenth century worldly scene, with ladies and their cavaliers sitting around a table with tea or chocolate: Only the pandoro is missing, whose package can be seen, however. The consistency of the cardboard, the pastel peach colour of the border, the refined cord handles and the light satin bow... all contribute to an image of class, which invites the purchaser to conserve the sack and to consider using it as a shopping bag.

Loison, a thought
for all pastry enthusiasts

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Press Release n. 17 - May 2012

THE "MEMORIES" LINE: CHRISTMAS, IN THE ATMOSPHERE OF BEAUTIFUL BYGONE TIMES

FOUR FLAVOURS OF BAKERY PANETTONE PACKAGED IN A SHOPPER, TO BE EATEN WITH THE EYES TODAY AND TO CONSERVE FOR FUTURE HOLIDAYS, BUT ALSO FOR MANY OTHER OCCASIONS.



A dreamy look at the past. The "Memories" line offers a new interpretation of the theme of the shopping bag package, which is very effective in promoting the bakery line panettone in the 750 gram size, which is proposed in the "classical", "almond" and "chocolate drop" versions and the version "without candied fruit". Sonia Loison's design exalts Christmas, with a pleasant touch of nostalgia offered by the atmosphere of eighteenth century English. The beauty is then combined with usefulness, because the robust paper shopping bag stresses the concept of reusing the package, which is a constant in Loison packaging.

The atmosphere of the Belle Époque. The decoration proposes an English image of the belle époque with a Christmas subject, which is conserved in the Loison Museum. A girl and a boy are depicted, playing in the snow. The dominant colours are green and Christmas red, like the ones with the branch of holly, which the children hold under their arms. The background is a pied de poule motif in pastel green, which gives the overall impression of country. As always, the details of the package are appreciable: The gold cord handles and the light satin bow confer a rich overall look. The explanatory label signed by Dario Loison cannot be lacking, and it is held by a golden thread.

A small masterpiece of Food & Design.

The "Memories" collection is a typical expression of Loison creativity: product quality and the refined image, at uniquely high levels. One of Dario Loison's favourite concepts, of "multiple sensorial pleasure" is stressed here – namely the combination of pleasure in taste, with the emotions born of viewing evocative images and the contact with materials of quality, which are immediately perceptible. For these reasons, another constant in the Loison production should be stressed, namely the incomparable relationship between the effect of the gift, given by the quality of the panettone, the refined design and the price.

«Loison: Love for tradition
and attentiveness towards the future»



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Press Release n. 18 - May 2012

2012 INNOVATIONS – THE “AUTUMN” LINE A VERSATILE AND ELEGANT PROPOSAL

THE BAKERY PANETTONE IN FOUR WELL ASSORTED FLAVOURS IS PRESENTED WITH A REFINED IMAGE, WHICH IMMEDIATELY INDUCES THE PURCHASER TO CONSIDER IT AS A GIFT FOR THE MOST EXCLUSIVE OCCASIONS.



A refined and elegant proposal. This is one of the most well thought out products in the 2012 collection, where Dario Loison's project to make the panettone a versatile product finds great expression, projected beyond the limited period of the end of year holidays. This message is entrusted to the packaging researched by Sonia, in a manner that is purposely detached from Christmas themes: A refined image because of its spontaneous inclination, infused with sweet nostalgia for the Nineteenth and Twentieth centuries, in this case with reference to the taste for the Orient, typical of Art Decò furnishings.

A proposal that bends over backwards to please everyone. The offer concerns a bakery panettone – with excellent raw materials and great care in preparation – in sizes of 750 grams, the most versatile for every occasion and convenient, albeit it maintains characteristics that have a great effect. The showcase envisions four flavours. Two tied to tradition: Classical, enriched with soft raisin and without candied fruits, for gourmets of every age, who especially appreciate the sweet lightness of the spongy consistency. The other two, on the other hand, are designed to indulge a tasty temptation: With almonds, and with a rich and delicious glaze and chocolate drops; a joy for the eyes and a delight for the palate.



The illusion of oriental silk. The peculiarity of the line is in the package, which shows all of Sonia's passion for searching out aesthetic solutions. In this case, the packaging of the box gives the illusion of being a precious oriental, embroidered silk fabric, with the floral designs characteristic of Art Decò: Starred Japanese magnolia flowers and lanceolate leaves, on a delicate green background, almost like a kimono fabric. Precious even in the details: the label holder is made of a rough cotton button with a burnt colour, but also the company logo reproduced in a manner that is entirely analogous with the floral embroidery. A masterful project... way to go Sonia!

**Loison: The added value
of aesthetic research**

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Press Release n. 19 - May 2012

THE "THOUGHT" LINE: THE PLEASURE OF A BEAUTIFUL AND PRACTICAL GIFT

WHAT A GREAT IDEA! THE CLASSICAL BAKERY PANETTONE IS GIVEN AS A GIFT IN A PACKAGE THAT HAS GREAT IMPACT, TOGETHER WITH A COTTON TABLECLOTH THAT HAS A FLORAL DESIGN, WRAPPED AROUND THE CAKE.



A gift idea that is valid year round. "I will think of you with a gift", as the Italians say – what a beautiful expression – "ti faccio un pensiero" – it indicates a small and thoughtful gift, which may be something practical, perhaps an object for the home, or more specifically for the kitchen, where it is pleasant to gather with friends. This is the meaning of this "gift" proposal, which combines a sweet that is exalted at table among friends, with a gift designed to decorate the table. The combination shouldn't go unnoticed as it is perfect for the Christmas holidays, but not necessarily tied to such a narrow calendar period. Making a gift of a panettone all year (and utilising it as a kitchen ingredient) is one of the trends that is becoming fashionable among "foodies" – the vanguard of gastronomy.

Beautiful is practical, the flowered tablecloth.

The proposal concerns the classical bakery panettone – deliciously spongy pasta with the best raisins and candied fruit – in the versatile 750 gram size, worthy to be a high quality gift, but with the convenience of the intermediate size. The appeal of the product, nevertheless, lies above all in the fabric accessories: A 50 x 70 cotton tablecloth, printed with floral motifs, in a refined 70% black and white, and two convenient 20 x 20 potholders. The former is wrapped around the panettone, while the latter act as a base; the whole package is wrapped in transparent paper with a tone on tone ribbon, for an immediately striking presentation. The package is sealed with a coin ribbon holder from the Loison collection, with a heart engraved around the hold, to be reused as a pendant on a keychain or as a nice good luck charm.

For a kitchen of dream-like beauty. They were really in style for a long time and then they found a fixed role among the kitchen furnishings. Country style furnishings are inspired by the tradition of the American frontier, which loves natural, tenuous and satin finished colours, with a particular preference for white, which is elegant by nature. The fabric accessories follow this beautiful inspiration and have remained in current production, unmistakable thanks to the sense of luminous beauty they contribute to creating.

This practical but elegant proposal will definitely be a success.

Loison: the pleasure of working with feeling



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Press Release n. 20 - May 2012

THE "MAGNUM" AND "HATBOX" LINE, NOW A CHRISTMAS CLASSIC

THE CLASSICAL PANETTONE CAKE, IN INCREASING SIZES UP TO 10 KILOS, IS ALSO PRESENTED IN THE "HATBOX" VERSION, IN THE GREATEST PASTRY SHOP TRADITION.



A piece of Loison pastry expertise. The large sized panettone cakes, two, three, five and ten kilos, are part of a limited production destined above all to celebrate great occasions – banquets, events, company parties, etc., in the certainty of obtaining an effect that goes beyond customers' expectations, while keeping the price within a reasonable range. The transparent wrapping makes for a great effect because the sight of these "large pieces" causes immediate enthusiasm; one innovation is also the band of embossed ivory coloured cardboard, with the company logo in gold, which brings the traditional image of high pastry art of the product even closer.

Paying homage to the Belle Époque. The "hatbox" also falls in this furrow, inspired by the panettone packages of the early twentieth century – cylindrical, made of durable pressed cardboard – which in turn were borrowed by millinery hatboxes from the time of Coco Chanel. The background colour is ivory, with a "talcum powder" effect: the iridescent dark brown of the thin cord handle and the double satin ribbon act as a "countermelody". The thin frames typical of the typographers' of the age underline the borders of the "hatbox". The detail of the label held by a wax seal should not escape the buyer's attention.

As the image of a trousseau – sealed by a nice "postal" stamp – there is a view from the belle époque with a pastry shop showcase and an elegant couple. Inside, a classical panettone, available in the following sizes: 500 grams; 1, 2, 3, 5 and 10 kilos.



A treat of the Loison «Food & Design». Dario has put a classical panettone, by name and by fact, enriched with raisins and candied limes and oranges; Sonia exalts the product in this sense with packaging studied, right down to the last detail, to ensure the quality of the materials, inspired by the mementos of the company collection. The result is a collector's item, signed by fur hands, which first of all makes Christmas unforgettable and secondly can find a practical domestic use. It is a reassuring "hatmaker's" object by Loison, which goes back to one of the most heartfelt traditions of Italian families.

«Loison: the classical panettone,
from every point of view»

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Press Release n. 21 - May 2012

THE "MIGNON" LINE: A SMALL GIFT, WITH LOTS OF LOVE

FOUR ORIGINAL WAYS — A PUPPET, AN ANIMATED SACK, A MINI-HATBOX, A BOX WITH A DECALCOMANIA — TO INTRODUCE A SMALL "CLASSICAL" PANETTONE, AS A NICE PERSONAL MEMENTO.



At Christmastime, a thought for everyone. "All small things are beautiful", according to the oriental wisdom that introduces us to the characteristic pleasantries of the miniature panettone. In creating this line of products, young people have been considered the target group of recipients of the gift, first of all, with a witty expedient, then the older ones of every age, to be gratified with a touch of refinement. Finally, a proposal for every occasion, simple but infallibly effective when, for example, the company makes a gift or there is a collection to raise funds.

Four small touches of genius. The content is the same — a miniature classical panettone that weighs 100 grams — while the package changes. There is a double proposal for the younger set: a teddy bear or a reindeer, extremely soft puppets or in combination with a sack of cotton with a Christmas fantasy design and a closure with a cord; when the festivities have passed, the sack can be reused to hold anything, from candies to small toys, but also small joys and games. For the older ones, there is the mini-hatbox, entirely analogous to the larger ones, except for the tender image of a small baker, destined to become a pleasant desktop accessory, such as a pencil holder, for example, or for a nécessaire. Finally, to avoid ever making a mistake, there is the small box with a decalcomania, which makes for an immediate presentation of a tiny panettone cake for a tasty snack, but also for a gift.



Professionalism beyond measurement. The skill of a sportsman is often measured by his ability to move in closed areas; the ability of an artisan is measured by his ability to transfer the qualities of one of his creations into a miniature. That's how Dario condensed all the good things of his classical panettone into a size that fits in the palm of his hand. Sonia then explored the minimal dimension, opening up to the pleasure of the game and the charm of small things. It was an artist's amusement, one could say, but perfectly adequate for the needs of the market, from the small personal gift to giveaway items for public relations.

«Loison: Taste and good humour
as company resources»