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## Research, taste and innovation: Loison has always stood for reliability

*Dario Loison has always and consistently been committed to searching for new flavours for the Panettone of the future: **16 new flavours since 1996**, standing out thanks to the choice of fine ingredients with **controlled origin certification**. In recent years, great satisfaction with the **customisation of natural flavourings that add inimitable value**.*

### LOISON IS A DRIVING FORCE WITH UNIQUE, INNOVATIVE FEATURES

“Know how and how to do well!”. That’s Dario Loison’s mantra. Since he’s been at the helm of the family baking business he has always been drawn to continuous innovation of the flavours, seeking product stability, innovative packaging and recipes that make **Loison a driving force with unique, innovative features**. The figures of recent years speak for themselves: **since 1996 there have been 16 new flavours** of Panettone Loison. Here they are:

1. **2021 - Pistachio (Slow Food Praesidium) and Matcha-flavoured** Panettone
2. **2019 – Citrussy** Panettone
3. **2019 - Salted Caramel** Pandoro
4. **2018 - NeroSale** Panettone, Bitter Chocolate and salted caramel.
5. **2016 - the second flower** Panettone, the **Rose-flavoured** Panettone (**Slow Food Praesidium**)
6. **2015 - Camomile**-flavoured Panettone
7. **2013 - Liquorice and Saffron** Panettone
8. **2009 - Apricot and Ginger** Panettone
9. **2007 - Panettone with Calabria Figs**
10. **2005 - Noel** Panettone, that is, **Pear Cinnamon and Cloves**
11. **2004 - Panettone with Late Mandarin of Ciaculli (SlowFood Praesidium)**
12. **2002 - Panettone Classico a.D. 1476**
13. **2002 - Regal Chocolate** Panettone
14. **2000 - Panettone with Lemons**
15. **1997 - Panettone with Marrons Glacé**
16. **1996 - Panettone with Sour Cherry**

## EXCLUSIVE FLAVOURINGS DESIGNED ON PRECISE RECIPES BY DARIO LOISON

At Loison, a great deal of effort has been poured in recent years into **customising the natural flavourings** that enrich Loison products: *“For 16 years I have been purchasing vanilla pods and performing the extraction in-house; moreover, all our raisins are soaked with equipment that I have developed and designed personally”* says Dario Loison, to give just a couple of examples.

The recipes developed in-house are part of a **company strategy** that makes the difference, as it adds **inimitable value to Loison baked goods**, turning them into unique goods just like sartorial garments.

## A HIGHLY SELECTED ASSORTMENT OF INGREDIENTS

The Loison TOP line embodies the excellence of the Loison house and stands out for the choice of fine ingredients with **controlled origin certification** and, where possible, Italian. Basic ingredients such as eggs from hens from safe farms, freshly processed mountain milk, butter and cream, fine flour and Italian sugar are favoured. The other ingredients are selected based on regional excellent products: from sweet Cervia sea salt to precious aromatic ingredients, assessed with the utmost care and creativity. Here they are:

1. Pistachios from Bronte (**Slow Food Praesidium**)
2. Late Mandarin of Ciaculli chosen and purchased directly from the Consortium (**Slow Food Praesidium**) which is candied on Loison's specifications
3. Mananara Vanilla from Madagascar (**Slow Food Praesidium**)
4. Ligurian Rose syrup (**Slow Food Praesidium**)
5. **IGP** Amalfi and Siracusa lemons
6. **Dop** Calabrian dry figs
7. Sicilian Wildflower honey
8. Apricots from the Po Valley
9. Roman Camomile flowers
10. Liquorice from Sibari (Calabria)
11. Selected cherries and sour cherries
12. Turkish sultanas
13. Single origin chocolate from selected South American Grand Crus
14. Fine Mysore (India) and Santos (Brazil) coffee
15. Iranian Saffron pistils
16. **Noble Italian passito wines such as Recioto di Gambellara, Riesling and Verduzzo** from winemakers that Dario Loison knows personally