

## In addition to Colomba and Panettone, Loison showcases its multisensory butter cookies at *Vinitaly*

*On April 10-13, come to **Stand A29** inside **Pavilion C** of **Sol & Agrifood** to taste some delicious **Butter Cookies**. You will find 12 fine flavors featuring carefully **selected ingredients** that elevate these cookies to **pastries**.*

*These one-of-a-kind, shortbread-like cookies come in **innovative and effective packaging**, such as the "fill-it-yourself" boxes, display boxes and elegant collectable tin boxes, all created by **Sonia Design**!*

Loison's sweet taste has been a reassuring presence at [Vinitaly](#) for the past 10 years. The international wine & spirits exhibition, which is celebrating its 50th edition, is being held in Verona at [Sol & Agrifood](#), the International Exhibition of Quality Agro-Foods that promotes excellence in olive oil and agro-foods on a national and international scale. Loison and its artisanal products will be awaiting you at Pavillion C, **Stand A29** on **April 10-13**. With **double the space** from last year, customers, the press and loyal friends will be welcomed in a reserved space for some **B2B**.

The high-impact style of the stand created by [Sonia Design](#) is the perfect place for wine lovers and loyal friends to sample the new [Butter Cookies](#) featuring carefully selected ingredients that elevate these cookies to pastries. The "concept" behind the cookies includes an innovative and effective sales service, thanks to the "fill-it-yourself boxes", such as the **Shopping Bags**, the **Samplers** and the **Pouches**. Sporting a new spring-themed graphic design, you can fill any of these containers by choosing from your favorite flavors. Next, are the new **display boxes**, the charming consumer-ready **gift boxes** and the **collectible tin boxes**, all designed and created in-house by Sonia Pilla.

The cookies are also available in **individually wrapped portions**, each containing the superior quality of the best ingredients selected by Dario Loison for his **12 precious flavors and 3 well-defined lines**. The "**Classici**", or Classic Line, featuring six types of rich and flavorful cookies, are ideal for any occasion, whether for breakfast or with tea; the "**Frutta**", or Fruit Line, features cookies in the shape of three different fruits, whose flavor and fragrance are fully preserved; the "**Meditazione**", or Meditation Line, featuring three types of unique cookies filled with intriguing spices and intense fragrances, can be enjoyed with a nightcap or an herbal tea. Dario Loison likes defining these products **multisensory cookies**, based not only on the one-of-a-kind taste they deliver, but also on the texture and the carefully studied shape of each of his shortbread-like cookies.

Between sips of wine, guests will have the opportunity to also sample delicious artisanal **Panettone** and **Colomba**, available at **Pavilion C, Stand A29** in addition to the above-described exquisite cookies. But don't forget: Loison awaits you also at **Pav. 6, Stand D004** of [Cibus](#), the international food exhibition that will be held on **May 9-12** in Parma.

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