

Press release - June 2019



2019 WINTER CATALOG – What's new

The unmatched *Sbrisola* is rolled out by hand!

THE HISTORY – FROM HUMBLE TABLES TO THE COURT OF THE GONZAGAS

Sbrisola is a traditional cake whose humble origins date back to the 16th century. Made from poor ingredients such as maize flour, it used to be prepared only on special occasions and meant to be stored for long periods of time.

Legend has it that Princess **Eleonora Gonzaga**, on her way to Innsbruck to be married to Emperor Ferdinand II of the House of Habsburg in 1622, became very fond of this dry, yet crumbly, treat whilst she was staying as a guest at some lavish Palladian villas. The Venetian nobility used to break the cake into **small irregular pieces, called "sbrisole"**, that they would then dip in fine raisin wines. Once it arrived at the tables of the Gonzagas, the *Sbrisola* was further enriched with sugar, spices and almonds.



THE PRODUCT – ROLLED OUT BY HAND, ONE BY ONE!

Dario Loison has once more pushed the boundaries and created something extraordinary, all the while showing the same care and originality that he uses when interpreting traditional Italian baked goods. The uniqueness of the *Sbrisola* lies, in fact, in the superior craft skills that Loison applies: each *Sbrisola* is **divided and rolled out by hand, one by one. No two Sbrisola cakes are ever alike!**

The new *Sbrisola* cakes that Loison now offers come in the 200-gram size, a more convenient format for today's families. Available in 4 different flavors, they all share two basic ingredients: high-end butter and flour from the **Marano variety of maize** grown in the Vicenza area. The classic **Mandorla Mais** flavor features Marano maize and Italian almonds; the **Nocciola Ciocco** contains tempting chocolate morsels and **premium hazelnuts from the Piedmont region**; in the **Pistacchio** variety, you will find **pistachio nuts from the Bronte area of Sicily**, a PDO exclusive product; last, but not least, is the **Noce Miele** with its rich and intense flavor of Italian walnuts and honey.

THE PACKAGING - A WINDOW INTO LOISON'S TASTE

The **heart-shaped** cut-out on the box catches the eye and gives the packaging a romantic touch. Through the opening, you can get a glimpse of the cake variety contained in the box. Each *Sbrisola* is **made by hand**, so that no two are ever alike. The packaging design reflects the philosophy of the **Loison** company, which believes in production **transparency**.

A descriptive band seals the easy-to-open box.

See page 93 of the 2019 Winter catalog.

Our hands punctuate our thoughts. (Alberto Angela)

Press Info:

press@loison.com

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com - press.loison.com

www.insolitopanettone.com