

INVERNO · WINTER · HIVER

· 2021 ·

Winter Holiday Press Release #3



**2021 Winter Catalog – NEW NOSTALGIA, RICORDI & GIOIA Collections**

## **The holiday-themed Collections revisit the magic of Christmas**

*Sonia Design believes in **emotions** and in the value of one's heritage built through family **traditions**. For many of us, Christmas is one of those time-honored traditions. It is a special celebration that began with our ancestors and will continue long after we are gone. Loison too believes in this long-standing tradition and in the intrinsic meaning that its products carry. The bakers strive to continue honoring the legacy entrusted to them by generations before them, all the while seeking to innovate their creations and processes*

*The original greeting cards that inspired these Collections are kept in the **Loison Museum**.*

### **Nostalgia - The only Collection dedicated to the Pandoro**

#### **THE PACKAGING – EMBRACING THE GLITTER TREND**

A mother next to the Christmas tree while hugging her child, two little brothers in their pajamas as they anxiously wait for Santa Claus, a young girl wearing a red coat while out in the snow: these are some of the greeting card-inspired images that adorn the Nostalgia Collection. Sonia made sure that each of the four packaging options (one for each variety) featured a different set of images, all embellished with **glitter**. Those who could afford to buy cards that were decorated with the once so-called '**colored powder**' would buy them, while the rest would make do with some glue, a brush, a sprinkle of colored powder and a lot of imagination!

#### **THE PRODUCT – THE ONLY COLLECTION EXCLUSIVELY DEDICATED TO THE PANDORO**

NOSTALGIA is the only Collection that is exclusively dedicated to the Pandoro. Available in four 1-kilo varieties, the selection includes: the **Sabayon**, whose decadent cream adds just the right touch to the soft leavened sponge; the **Salted Caramel**, introduced in 2019 and an instant success; the **Classic**, featuring the most traditional buttery sponge infused with fragrant Mananara vanilla from Madagascar; and, finally, the **Chocolate**, with its tempting filling made from carefully selected cacao beans originating from South America.

*Page 52 of the 2021 Winter Catalog.*

### **Ricordi - A lovely container that can be readily reused**

INVERNO · WINTER · HIVER

· 2021 ·

Winter Holiday Press Release #3

### THE PACKAGING – THE CHEST BOX DOUBLES UP AS A KEEPSAKE

We all know that, for many children, Christmas is the most beloved holiday. Our own childhood memories take us back to the good old’ days when, for example, we would get something in the mail - such as a Christmas greeting card - or we would join in family gatherings. This vintage **chest box** sports such **recollections of Christmas traditions** and is embellished with **glittery ribbon**. A container that can later on be **used as a keepsake for gloves or silk scarves**.

### THE PANETTONE - INGREDIENTS ALWAYS SELECTED WITH CARE

Loison’s ingredients are selected with great care and attention, following extensive research. The chest boxes in this Collection contain one of the following Made-in-Loison 500-gram varieties: the **Classic a.D. 1476**, full of candied pieces of citrus peel whose essential oils prolong the intensity of freshly picked fruit; the sought-after **Mandarin from Ciaculli** (a Slow Food Presidium); the **Regal Chocolate**, the most tempting of the Panettone selection thanks to its chocolate morsels and creamy filling; and the **Marron Glacé**, with its luscious sugar-glazed chestnut filling and chunks.

*Page 54 of the 2021 Winter Catalog.*

## Gioia –A foil finish to bring out the details

### THE PACKAGING – A SPARKLING COLLECTION

Once upon a time, the beauty of a greeting card was twofold. It lied, on the one hand, in the selection of the recipient and, on the other hand, in the special care that one took to handwrite the card. The address was also important, as it required precision, especially in the case of titled persons. Back then, although people did not have much, they would express themselves in writing and were happy to take the time to do so.

Each box of the GIOIA Collection (one per flavor) showcases a different set of card-inspired images, whose decorations sparkle thanks to a refined metallic **foil finish**.

### THE PANETTONE – NATURAL SLOW RISING PRODUCES THE BEST SOFTNESS

In order to turn out so delicious, the Panettone of the Top Line requires 72 hours of slow rising and patient work. The GIOIA Collection includes four 500-gram varieties: the soft **Classic a.D. 1476**, full of flavorful bits of candied peel of oranges from Sicily and citrons from Diamante; the **Tart Cherry**, with its intense fruity fragrance; the **Regal Chocolate**, with its full-bodied filling made from choice cocoa powder; and the **Limoni**, featuring raisins, candied lemon peel and a delectable creamy lemon filling.

*Page 56 of the 2021 Winter Catalog.*

*The Panettone and Pandoro varieties of the **NOSTALGIA, RICORDI** and **GIOIA** Collections are prepared with **carefully selected ingredients** - fresh eggs laid by free-range hens; Italian honey; milk, heavy cream and butter produced in the mountains; Italian sugar; top-grade flour - and are flavored with pure Mananara vanilla from Madagascar (a **Slow Food Presidium**) and artisanal sea*

.....  
INVERNO · WINTER · HIVER  
.....

· 2021 ·

*Winter Holiday Press Release #3*

*salt from Cervia.*

***“Taking a moment to gather one’s thoughts to then write them down on a holiday greeting card is the best gift one can give”. (Sonia Pilla)***