

INVERNO · WINTER · HIVER

· 2021 ·

2021 Winter Holiday Press Release #6

LOISON'S PLUSH TOYS: THE MOST BELOVED BY YOUNG AND OLD ALIKE!

*Cuddly teddy bears **Romeo** and **Juliet** are the stars of the **Regalo** Collection. They each carry a sweet surprise in the tummy: choose between a delicious **Regal Chocolate Panettone** or a **Classic a.D. 1476**.*

*The Mignon Collection introduces Loison's new mascots: **Tina** and **Tobia**, two cute doggies with a secret of their own. Inside them is a **traditional mini-Panettone**.*

THE REGALO COLLECTION - STUFFED ANIMALS READY TO BE CUDDLED

What's this year's perfect Christmas gift? Sonia Design's teddy bears from the REGALO Collection, of course! Let us introduce you to Romeo and Juliet, two cute and cuddly teddy bears that will delight young and old alike! Their unmatched softness will bring warm spirits and big smiles to everyone!

Romeo and Juliet come with a pretty matching scarf featuring Loison's gold-tone logo and a key lock that will let you in on a sweet surprise: hiding in their tummy is a **750-gram Top-Line Panettone**! Juliet carries the **Classic a.D. 1476**, as she loves traditional flavors, while, inside Romeo, you will find a **Regal Chocolate** sweet bread, the color of his coat and featuring premium single-origin chocolate morsels and a luscious chocolate filling.

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THE MIGNON COLLECTION WELCOMES TINA & TOBIA, THE CUTEST PLUSH DOGGIES

Every year, Sonia spoils us with a new loveable mascot. In 2021, the MIGNON Collection welcomes **Tina and Tobia, two sweet plush dogs**. Tobia has a darker coat than Tina, but both cuties are incredibly charming and cuddly. Each plush toy hides a secret: a delightful mini-Panettone featuring raisins and candied orange peel.

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*The Panettone varieties of the **REGALO** Collection 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 salt from Cervia.*

“When the Panettone is gone, your plush toy will keep on giving, as you'll have a hiding place for all your secrets and dreams”. (Sonia Pilla)

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