

LOISON BUTTER COOKIES TRIGGER SWEET MULTISENSORY FEELINGS

The “concept” behind these Made in Loison cookies, prepared with carefully selected ingredients, includes an innovative and effective sales service, thanks to the “fill-it-yourself” and the display boxes.

Sonia Design created tin boxes adorned with images of rural flower gardens evoking moments of tranquility and well-being

*A collection of cookies featuring 12 unique flavors available in three different lines: **Classici, Frutta and Meditazione***

The IDEA - A CONCEPT THAT INCLUDES AN INNOVATIVE SALES SERVICE

The new **Butter Cookies** are made with carefully selected ingredients that elevate these cookies to pastries. The "concept" behind Loison cookies includes an effective and **innovative 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 PACKAGING – TREASURABLE TIN BOXES CREATED BY “SONIA DESIGN”

Once again, the creativity behind **Sonia Design** hits the mark with these neat tin boxes designed to hold the finest cookies. The new containers are adorned with romantic images of **rural flower gardens** that almost look like scenes from a timeless fairytale. Inside the tin boxes are delicious cookies wrapped in the colors of nature. These **treats** will make you feel **good and at peace with yourself**, which is what a treat should do.

The array of containers includes the 120-gram tin boxes, featuring the cookies of all three lines, namely **Classici, Frutta** and **Meditazione**. In addition to these, there are two smart **650-gram** tin boxes containing the **ultimate** assortment of cookies, from either the **Classici line** or the **Frutta and Meditazione lines**, conveniently divided inside the box. An ideal gift for your loved ones or, why not, for yourself. Choosing will no longer be a problem, thanks to the variety of cookies available.

The COOKIES - 12 DELICIOUS FLAVORS AVAILABLE IN THREE DIFFERENT LINES

Our scrumptious cookies are available in three different lines, namely **Classici, Frutta** and **Meditazione**. 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**. The "**Classici**" (**Canestrello, Maraneo, Cacao, Bacetto, Zaletto, Caffè**) are classic cookies, rich and flavorful, ideal for any time of the day, whether for breakfast or with tea. The "**Frutta**" line (**Limone, Albicocca, Pera**) consists of fruit-shaped cookies that deliver plenty of fragrance and flavor. The "**Meditazione**" line (**Camomilla, Amarena e Cannella, Liquirizia**) features three unique varieties made with spices that yield intense fragrances. These cookies are perfect with an herbal tea or a nightcap.

Dario Loison likes defining these products as **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 treats.

Loison

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The taste of Italy
made in Italy

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