

Press release - September 2019

## Loison's new website is dedicated to Butter Cookies!



*A new digital space will tell you everything you need to know about Loison's multisensory cookies: from the 12 **flavors** available to the company's **values** and much more.*

***BiscottiLoison** is the **sixth** website launched by Loison, following the **company** website, **Insolito Panettone**, the **Press** area, the*

***Museum** and the **online Shop**.*

Adding a new digital space revolving around the sweet world of Loison's cookies was definitely a good idea. The tiny baked goodies made from carefully selected ingredients and prepared according to traditional recipes are available in three different lines encompassing 12 scrumptious flavors.

- **Classici** - Canestrello, Maraneo, Cacao/Cocoa, Bacetto, Zaletto, Caffè/Coffee – Classic cookies for any time of the day, whether for breakfast or with tea.
- **Frutta** – Limone/Lemon, Albicocca/Apricot, Pera/Pear – Fruity cookies that will pair well with a glass of wine or juice.
- **Meditazione** – Camomilla/Chamomile, Amarena e Cannella/Tart Cherry & Cinnamon, Liquirizia/Licorice –Intriguing flavors to enjoy with a cup of herbal tea.

Behind the new website was the idea to be able to tell absolutely everything one needs to know about Loison's **butter cookies**. Starting with the home page, the viewer embarks on a "**Taste the world**" trip across 12 different flavors of cookies that are meant to delight every moment of the day. Whether it is time for a coffee, a cup of tea or an after-dinner drink, there is something for everyone. Enjoy these cookies at home, at the coffee shop or at a restaurant at the end of a good meal. The journey begins in **Venice**, then goes on to **Paris**, continues to **London** and finally arrives in **Vicenza**. What will the next destination be?

Several webpages are dedicated to **Loison's Values**, with information on the milestones of this family-run business filled with tradition and passion. You will also learn about the choice ingredients and the unique shapes being used for the multisensory cookies, along with an overview of craft cookie production and the company's packaging options.

A portion of the website is devoted to the **Professional** sectors. The high versatility of Loison's individually wrapped cookies is the perfect answer to the needs of offices, vending machines, retail businesses and the hotel-restaurant-catering industry. Loison's single-serve cookies come in stylish containers, including elegant gift boxes, cute tin cans and practical display boxes designed and created by **Sonia Design**. In addition, business owners can custom build their own welcome kits based on the needs of their own clientele.

Last, but not least, is the **Case History** section featuring actual business cases that Loison's cookies have been involved with for special projects of success: the elegant **Caffè del Doge** in Venice, the innovative **Itala Caffè** cafeterias and the romantic **Portico Rosso B&B**. More to come!

The world-renowned quality of Loison's products called for a website that would not only be responsive, but would also be available in **English** and **French**, just like Loison's catalog for Winter 2019. **BiscottiLoison** is

the **sixth** website launched by Loison, following their **company** website, **Insolito Panettone** (soon-to-be restructured), the **Press area**, the **Museum** and the online **Shop**.