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· 2021 ·

Winter Holiday Press Release #4



2021 Winter Catalog - NEW LATTA Collection

## The Limited-Edition LATTA holds a straight!

*For 15 years, Loison's **Latta** has become an increasingly sought-after product, both by those who love **collecting** it and by those who simply wish to be surrounded by a **reusable cult item**: there's no better container than this to store holiday letters and cards!*

*The original cards that **Sonia Design** drew inspiration from are kept in the **Loison Museum**.*

### THE TIN BOX – 5 REPRESENTATIONS OF CHRISTMAS TRADITION

In 2021, the LATTA, or Tin Box, turns 15 and fully embodies Sonia Design's style. This very Collection showcases the best of Christmastime: children playing in the snow, wintry landscapes, mom and dad toasting and the arrival of Santa Claus. **Sonia has collected** so many vintage **greeting cards over the years** that she decided to use a different set of cards for each of the five tin boxes available in the Latta Collection.

Every year at Loison's, the tin container **flies off the shelves**, as it is sought after, not only by those who love collecting this cult object, but also by those who simply wish to be surrounded by a **reusable collector's item** that brings joy time and time again. There's no better container than this to store holiday letters and cards!

### THE PANETTONE – UPON GREAT DEMAND, THE NUMBER OF FLAVORS RISES TO 5

By selecting premium ingredients, Dario Loison is able to create the most exclusive Italian craft Panettone. This year, the tin box collection includes, not three, but five different varieties, starting with **2021's newest Pistachio Matcha** and its decadent filling featuring PDO bright green **Pistachio Nuts from Bronte** and white chocolate icing dusted with **green Matcha Tea powder**. Next is the delectable chocolate **NeroSale** Panettone, introduced in 2018: with its salted caramel sauce in the center, it is one of the most requested varieties by young and old alike. The **Regal Chocolate** comes with a rich filling and chocolate morsels made from choice single-origin cacao beans; the traditional **Classic a.D. 1476** is enriched with premium candied peel of oranges from Sicily and citrons from Diamante; the **Mandarin** has a unique and intense aromatic fragrance that comes from **late-harvest mandarins grown in Ciaculli**.

*Pages 58-61 of the 2021 Winter Catalog.*

*The Panettone varieties of the **LATTA** 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.*

**"A collector's item increases our joy, because it keeps delivering emotions time after time".**  
(Sonia Pilla)

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