

***All hail the Gran Pasticceria
Biscuits: Loacker's irresistible
goodness in four tasty flavors of
shortcrust or meringue biscuits.***

The South Tyrolean company launches a first on the market, its new, delicious Loacker Gran Pasticceria Biscuits line: Snowflakes, Chip Choc and Nut Selection Hazelnut or Almond.

*Auna di Sotto (BZ) – Loacker – a South Tyrolean company leader in the international wafer market and specialized in chocolate specialties – is proud to present its latest, irresistible novelty: **Loacker Gran Pasticceria Biscuits**, the first line of Loacker biscuits. These shortcrust or meringue biscuits are available in the four following tasty options: **Snowflakes, Chip Choc and Nut Selection Hazelnut or Almond.***

Loacker Gran Pasticceria Snowflakes is a soft and crispy biscuit. Its base is covered in a light layer of **refined dark milk chocolate (39% cocoa)**. A simple yet refined treat, its name becomes obvious upon seeing a snowflake printed on its shortcrust side: a feast for the eyes and palate.

Loacker Gran Pasticceria Chip Choc is the irresistible Loacker interpretation of a classic loved by all ages: a chocolate chip cookie. A traditional recipe complemented and enriched by Loacker's unique taste thanks to the fragrant aroma of **Peruvian single origin dark chocolate chips (21% of the product)** added to the dough.

Loacker Gran Pasticceria Nut Selection comes in two flavors: **Hazelnut**, boasting 100% Italian hazelnuts toasted in-house, and **Almond**, with 100% Italian almonds. The Gran Pasticceria Nut Selection features two crispy **meringue biscuits** covered in a mouth-watering **hazelnut brittle** or irresistible **almond flakes**, a prelude to their **refined hazelnut or almond cream**. Nut Selection is then covered in a decadent **dark milk chocolate layer (39% cocoa)**.



The **Loacker Gran Pasticceria Biscuits** represent an absolute innovation for the company, its first ever **shortcrust or meringue biscuit line**. Loacker is a synonym for wafers the world over and has now taken the first steps in the “biscuit” market on the back of its quality ingredients and long-standing experience. Its aim? To conquer its brand lovers as well as whoever wants to treat themselves to moments of sweetness and refined goodness.

To Loacker, **goodness** means a lot more than just flavor: it traces its roots back to the **good choices** which have always made the company stand out. After all, “**goodness is a choice**”, as highlighted by its new **brand promise**.

The new **Loacker Gran Pasticceria Biscuits** are irresistible because they are obtained without **additional aromas, colorings, preservatives, nor hydrogenated fats**. The trademark high-quality of Loacker is also guaranteed by the **constant attention the company pays to the environment**, using **natural ingredients** for exquisite treats. The production plants are located in the Alps, where the air is fresher and purer, and the water is crystal-clear.

The new **Loacker Gran Pasticceria Snowflakes, Chip Choc and Nut Selection Hazelnut or Almond** are ideal when having a hot drink or perfect for a special something for breakfast, a snack, or a palate cleanser with friends after dinner. What are you waiting for? Give them a try and discover your favorite one!

Loacker

“Che bontà!” means Pure goodness! with every bite, since 1925. For all this time, we have been offering you the pure, natural goodness and pleasure of our magnificent creations. This long confectionary tradition started with Alfons Loacker, who first started making wafers in his little pastry shop in Bolzano. Really not much has changed since then: we now make all our delicacies at 1000 meters above sea level, high up in the mountains in Auna di Sotto and Heinfels, using only carefully selected natural ingredients, with no trace of any added flavors, colors or preservatives, and we pack our specialties fresh out of the oven to preserve their full fragrance. But, to achieve perfection, goodness demands more than this, which is why we are constantly committed to greater social and environmental sustainability. Because, at Loacker, goodness is a choice.



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