

***All hail the Premium Patisserie  
Biscuits: Loacker's irresistible  
goodness in five tasty flavors of  
shortcrust or meringue biscuits.***

*The South Tyrolean company launches a first on the market, its new, delicious Loacker Biscuits line: Snowflakes, Chip Choc and Biscuits Hazelnut, Almond and Peanut Butter.*

*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 Biscuits**, the first line of Loacker biscuits. These shortcrust or meringue biscuits are available in the five following tasty options: **Snowflakes, Chip Choc and Hazelnut, Almond and Peanut Butter.**

**Loacker 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 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 **dark chocolate chips (21% of the product)** added to the dough.

**Loacker Biscuits** comes in three additional flavors: **Hazelnut, Almond and Peanut Butter**. They feature two crispy **meringue biscuits** covered in a mouth-watering **hazelnut brittle**, with 100% Italian hazelnuts toasted in-house, irresistible **almond flakes**, with 100% Italian almonds, or **pieces of peanuts**, a prelude to their **refined hazelnut, almond or peanut cream**. Biscuits are then covered in a decadent **dark milk chocolate layer (39% cocoa)**.

The **Loacker 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 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 Snowflakes, Chip Choc and Biscuits Hazelnut, Almond and Peanut Butter** 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!

In 2023, Loacker’s Biscuits won the ***Eletto Prodotto dell’Anno* (Voted Product of the Year) Italian award**.

A significant achievement, coming five years after the one reached by Loacker Chocolate Bars in 2018, and concerning two of the new products lines: Peanut Butter and Biscuits.

The ***Eletto Prodotto dell’Anno* award\***, present in more than 45 countries worldwide and now in its 18th Italian edition, is a prestigious recognition created with the aim of helping consumers immediately identify **the best new products launched in the market**. The award is given each year through a major survey carried out by Circana (a new brand born from the merger between IRI, a leading market research company, and the NPD Group) on 12,000 consumers who decide on the **criteria of innovation and**



**satisfaction.** Winning products can boast the Eletto Prodotto dell'Anno Logo for one year for their communication on every touchpoint.

\*Market Research on 12,000 consumers by Circana, on a selection of products sold in Italy. [prodottodellanno.it](http://prodottodellanno.it) Wafer category and Biscuits category.

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## Locker

“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 Locker, 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 Locker, goodness is a choice.

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## Locker Press Office

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