



## ***Loacker Peanut Butter – an irresistible mix of goodness and delicious flavors***

*The South Tyrolean company is a byword for pure goodness around the world and is proud to launch an irresistible, tempting treat*

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 Wafer and Biscuits Peanut Butter**. A reflection of Loacker's love for everything good and tasty – a genuine and unmissable snack!

**Loacker's Wafer and Loacker's Biscuits Peanut Butter** pack an unmistakable flavor and are as genuine as it gets – get ready to be swept off your feet once you taste their irresistible peanut cream. A careful and nurturing growth process, a refined selection, and the peanuts' fine grinding ensure the filling acquires a full and exceptional flavor. Even sceptics will end up falling in love with the velvety, delicious cream once they have a bite.

The **Peanut Butter** comes in the **Loacker Classic, Loacker Quadratini, Loacker Tortina, Loacker Gardena and Loacker Biscuits** versions. Five new products with no added flavorings, colors, preservatives or hydrogenated fats – a 100% natural taste.

The Loacker Classic line welcomes a new member to the family: **Loacker Classic Peanut Butter**. An irresistible combination of three crispy wafers enriched with a pinch of cocoa and two layers of scrumptious peanut cream filling (75% of the product), made with pure peanut butter cream (17% of the filling). An ideal snack during the day, **Loacker's Classic Peanut Butter** are available in a **45 g** pack – a perfect treat in the office or at the movies – as well as in a **90 g** and **175 g** pack to share with family and friends.



Peanut butter fans will hit the stores right away upon hearing the new Peanut Butter flavor can be purchased in the beloved **Quadratini** format. One small square will have you reaching for more, as the **Quadratini Peanut Butter** pack all of Loacker's goodness and genuine flavor: five light, crispy wafers enriched with a pinch of cocoa and four scrumptious layers of peanut cream filling (75% of the product), made with pure peanut butter cream (17% of the filling). The new Quadratini can be purchased in 125 g and 250 g resealable packs and are the perfect treat for a mid-afternoon snack with family and friends.



**Loacker's Tortina Peanut Butter is the unmissable new Tortina snack** if you want to treat yourself during the day, celebrate an important occasion, or just feel downright hungry. Covered in milk chocolate, it is filled with delicious peanut cream (54% of the product) made with pure peanut butter cream (31% of the filling). Always fresh in its individual wrapper, **Tortina Peanut Butter** is available in 21 g x 3 and 21 g x 6 packs.



If you ever needed a pick-me up during the day to fight off a moment of tiredness, then the delicious **Loacker Gardena Peanut Butter** was made for you: crispy wafers filled with a delicious peanut filling and covered by irresistible milk chocolate. **Loacker's new Gardena Peanut Butter** are available in the 12.5 g single-serve pack as well as in 38 g and 200 g versions.



Once again, Loacker beguiles the senses with a delicacy that is hard to resist: **Biscuits Peanut Butter**, 100g, with a **cream filling made with meticulously selected peanuts**. The delicate blanching process to remove the skins is followed by careful roasting to bring out the full aroma. The peanuts are then finely ground to create the pure peanut butter for the **delicious cream filling (31%)**, which is itself the main ingredient in the biscuits (33% of the product). The **chocolate coating (23% of the product) with 100% non-GMO Alpine milk** and the tasty peanut pieces make them an absolute masterpiece.

The new **Wafer and Biscuits Loacker Peanut Butter** – impossible to resist. Choose from different formats, the ideal and tasty snack whatever the time of the day. Treat yourself to 100% natural goodness.

In 2023, Loacker's Wafer and Biscuits Peanut Butter 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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## 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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