



## ***Plaisir Chocolate* by Lago Group: a renewed range in the name of pleasure, the kind you find in the greedy and persuasive chocolate.**

*Galliera Veneta (PD), 21<sup>st</sup> November 2022* – Plaisir Chocolate debuts on the retailers' pastry shelves: Lago Group, Italian manufacturing company of confectionery products, presents its range of chocolate biscuits with a deeply renewed packaging design.

With 50 years of expertise in the manufacturing of wafers, biscuits, soft snacks, cakes and many other delicious pastry creations, Lago Group, in partnership with Biscuits Bouvard, developed a wide portfolio of pastry products that talks about pleasure. The self-explanatory brand Plaisir becomes a platform that embraces different types of pleasure to attract and lead the consumer throughout a sensory experience where tastes and textures gather in a voluptuous and harmonious form.

Plaisir Chocolate is the greedy pleasure with a persuasive taste. Chocolate has the main role in the new line, in both its milk and dark versions. It wraps and fills the heart of wafers, sponge cakes and waffles with its compelling taste.

Manufactured in the plant of Galliera Veneta (Padua), where the company is historically located, the Plaisir Chocolate line results from an accurate selection of raw materials, improved recipes, and transformation of ingredients through cutting-edge technologies.

Plaisir Chocolate focuses not only on taste, but also on the distinctiveness of its packaging. The impactful color, as well as a graphic design that highlights the texture of chocolate, gives a new recognizable positioning.

Plaisir Chocolate range, available on the retailers' pastry shelves since November 2022, offers various greedy alternatives for whom love the sweet taste of milk chocolate or the intense one of dark chocolate, wish to explore new and diverse textures, want to select different formats depending on the day moment, and choose the product according to their own seek of pleasure.

The Plaisir Chocolate range includes **12 product references**: some represent absolute new products, others underwent a pack restyling.

### Exclusive new products:

***Round Wafer***: milk chocolate coated wafer with a double lay of premium cacao cream packed in single portions.

***Cacao Roll Wafer***: milk chocolate coated roll wafers filled with premium cacao cream.

***Hazelnut Roll Wafer***: milk chocolate coated roll wafers filled with premium Italian hazelnut cream.

***Mignon***: milk chocolate coated soft sponge cake filled with a lay of premium cacao cream packed in single portions.

***Crepe Dentelle***: crispy dark chocolate coated waffles.



Restyled product references:

**Wafer 200g:** milk chocolate coated mini wafers filled with Italian hazelnut cream, perfect to share the pleasure.

**Wafer bar 120g:** dark chocolate coated wafer bar with cacao cream.

**Wafer bar 120g:** milk chocolate coated milk wafer bar with Italian hazelnut cream.

**Wafer portioned in 5x38g:** five handy single portions packets of milk chocolate coated wafer with Italian hazelnut cream.

**Wafer portioned in 5x38g:** five handy single portions packets of dark chocolate coated wafer with cocoa cream.

**Wafer portioned in 25x38g:** twenty-five handy single portions packets of milk chocolate coated wafer with Italian hazelnut cream.

**Wafer portioned in 25x38g:** twenty-five handy single portions packets of dark chocolate coated wafer with cocoa cream.

*For further information please visit the websites: <https://www.lagogroup.it/> and [www.plaisirpasticceria.it](http://www.plaisirpasticceria.it)*