

MAXTRIS AND FABBRI1905: SUGARED ALMOND FLAVORED CANDY

Maxtris and have signed a partnership that generates a new tasty sugared with a heart with the inimitable flavor of **Fabbri** Amarena covered in dark chocolate. This is the first result of a project that aims to conquer the world market that summarizes the expertise of two Made in Italy excellences. The intuition comes from Maxtris, a manufacturer of since 1960, which opens a discussion table with the historic Fabbri1905, ready to welcome the proposal with enthusiasm also thanks to the 4.0 development undertaken for years by Maxtris, a jewel reality in Southern Italy. A meeting between two companies that aim at product quality and technological innovation. In the last months of 2020, Maxtris and Fabbri1905, a company in the South and one in the North, but above all two Italian families with a long tradition, opened a constructive dialogue of collaboration, which resulted in a virtuous and long-lasting partnership. Their journey together begins immediately bringing to the market a new sugared almond with a soft heart and all the goodness of Amarena **Fabbri**, which is added to the wide Maxtris range of 300 flavors offered to the wedding world in particular and to events in general; and with the same specialty in double bow, which goes beyond the wedding world, offering itself to an even wider audience, for small moments of daily pleasure. «A company succeeds when the younger generations open up to new projects, always keeping their eyes on the tradition and values ??with which it was founded - says the Prisco family, founder of the historic confetti factory -. In 40 years we have seen the sugared almond market evolve and we have tried, succeeding, to always stay one step ahead, to have ideas and to always propose new tastes. Now comes, in our company history, this important partnership with Fabbri1905, historical reality of the Italian tradition, producer of a specialty with a genuine and fresh taste that has an incredible peculiarity: wrapped in sugared almonds or dark chocolate, it retains its soft fragrance. In carrying out the project, set up in record time, The innovator of Neapolitan music, Renato Carosone, the man who launched light hits in t [...]

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