



ISSIMO LAUNCHES THE 'BOX'

The finest flavours of Italy delivered to your home

ROME, December 02, 2020 - ISSIMO, the digital extension of the Pellicano Hotels, presents the ISSIMO Box, a gourmet food box packed with delicious products, offering a fun way to travel through Italy and discover the authentic and traditional flavours of the *bel paese's* regional specialities, from the comfort of your own home.

Each box is dedicated to one of Italy's regions and contains a luxurious combination of gourmet products made by artisans with a deep respect for the land and its resources. The box launches with the 'Taglioloni al tartufo' from Piemonte, an intoxicating experience of white truffles, Italy's most precious culinary treat. ISSIMO Boxes also feature a specialty selection, such as the 'Collazione a L'Italiana' which includes everything one's heart desires for a traditional Italian breakfast: great coffee. As an added bonus, each box comes with an exclusive video tutorial featuring the stellar chefs from the Pellicano Hotels.

Commenting on the launch, Marie Louise Scio, Creative Director and CEO of the Pellicano Hotels Group said "Each region is rich with its own particular tastes and traditions and we want to bring the best of these flavours directly to your home. Our products are selected carefully, one by one, found by venturing far from the supermarkets to assemble the most authentic tastes of each area."

The ISSIMO Box is a foodie travel philosophy that defends the values of culinary eco-tourism, respect for true savoir-faire, and getting back to the basics of the territory, the genuineness of the local. The perfect gourmet experience, bursting with flavours, aromas and colours that's certain to delight food lovers everywhere, the ISSIMO Box is a golden opportunity to discover exceptional corners and regions in Italy through a veritable explosion of flavours.

To view ISSIMO Boxes, visit

<https://issimoissimo.com/categoria-prodotto/buonissimo/boxes/?orderby=date>

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ABOUT ISSIMO

Issimo is a new e-commerce and lifestyle platform directly inspired by Italy's rich heritage of style, design and culture. Created by Marie Louise Scio as an extension of the Pellicano Hotels, it is a cabinet of Italian excellence that includes exclusive collaborations and continuously updated content and products in the following categories: Bellissimo, artisanal homeware and Italian craftsmanship, Buonissimo, culinary tales, products and recipes, Chichissimo, fashion and apparel, Coltissimo, editorials on Italian culture and cultural collaborations, Fichissimo, the digital extension of the Pellicano hotels' souvenir shop, and Italianissimo, the quintessential black book to the twenty Italian regions.

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