

Italy’s Easter just got sweeter with Babbi

Posted on March 27, 2026 by Sabina Castelfranco

CESENA, Emilia-Romagna — For Easter 2026, Babbi has launched a collection that unites flavour, aesthetics, and environmental responsibility. The new Easter Edition, presented in pastel-toned sustainable packaging with certified materials, includes an absolute novelty: a hazelnut Viennese wafer coated in white chocolate, available in limited edition for this spring alone.

The star pieces are hard to miss. Egg and rabbit-shaped tins filled with assorted Babbini and CuBon pralines sit alongside the Bag Easter Edition, made entirely from FSC-certified paper, which is paper sourced from responsibly managed forests. Reusable and finished with the same attention to detail that defines every Babbi product, it is, the company says, a gift designed to be savoured slowly and remembered long after the last wafer has gone.

Seventy years, four generations

Behind the springtime launches lies a story as layered as the products themselves. Attilio Babbi founded the company in Cesena in 1952 for the production of cones, wafers, and ingredients for *gelatai* (ice cream makers), immediately dedicating it to the creation of quality confectionery produced with refined raw materials through a long, artisanal process.

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Babbi ice-cream cones *(Credits: Babbi)*

The going was not always easy. When Attilio's son Giulio began driving his van beyond Cesena in the 1950s to place his father's wafers in the finest shops in Milan and Rome, local sceptics were blunt. "Made in Cesena, they will never sell." Among those who eventually proved them wrong were Pope John Paul II, Pope Benedict XVI, and President Sandro Pertini, who served as President of the Italian Republic from July 9, 1978, to June 29, 1985, and who ordered his biscuits personally from Giulio Babbi.

"Passion, preparation and team spirit," is how Giulio Babbi describes the recipe for a company that has reached a turnover of 50 million euro and today exports to over 70 countries across five continents. Now in its fourth generation under President Gianni Babbi, the family business has never moved production outside Cesena, nor compromised on the recipes Grandfather Attilio first devised in the late 1950s, including the iconic Viennesi, whose original formula remains unchanged.

Spring colours and a greener future

Alongside the Easter Edition, the companion Babbi Colours line features pistachio and vanilla Waferini in elegant tins, Babbini in lemon, coconut, and mango, and a reusable pochette made from FSC-certified recycled fibres, signalling a brand increasingly attentive to sustainability without sacrificing the gourmet experience.

In February 2026, the company showcased its full range at TASTE Florence, the leading contemporary food culture exhibition, introducing its new gluten-free Home Bakery line alongside its classic specialities. The reception underlined what seven decades of quiet excellence from a small Romagna city have demonstrated: that the best things, like a perfectly made wafer, rarely need to

shout.

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