

Practical guide to choosing personalised biscuits

Checklist and comparisons to choose format, flavour, packaging and customisation based on use.

1. Start with the format

Shape	Practical guidance	Possible context
Rectangle, circle, square	Common geometric shapes that are easy to include in different types of packaging.	Giveaways, tastings and corporate boxes.
Irregular shape	A less uniform appearance, also linked to the ingredients and type of biscuit.	When a more artisanal result is desired.
Puzzle or house	More original and recognisable formats.	A house can create a link with estate agencies.
Truck, flower or heart	Themed shapes that help connect the product with the message.	Transport and logistics; gifts for many occasions.

2. Choose the flavour based on the context

Context	Suggested flavours / approach	Why consider it
Hotel reception	Caramel, lemon, mint, chocolate chips.	Flavours suitable for different types of guests.
Company meeting room	Alternate sweet and savoury options, including spinach and marjoram; beetroot and black cumin; salt and rosemary.	Offers a wider choice, pairing spiced alternatives with classic butter and cocoa biscuits.

3. Compare the packaging

Packaging	Feature	What to check
Food sachet	Simple and versatile solution for an individual biscuit.	Customisation available on the selected product.
Cardboard box	Customisable packaging; some paper materials are biodegradable and recyclable.	Number of biscuits included in the package.
Pyramid shape	An unusual alternative to more common packaging.	Format and quantities available for the product.
Tin	More spacious, durable and elegant; some models have a transparent window.	Shape, capacity and presence of individual sachets.

4. Checklist before ordering

- 1. Use:** hotel, meeting room, trade fair, event, hospitality area or gift box?
- 2. Shape:** geometric, irregular or themed, such as a truck, flower or heart?
- 3. Flavour:** classic, spiced, sweet or savoury depending on the recipient?
- 4. Packaging:** sachet, cardboard, unusual shape or tin?
- 5. Number of biscuits:** have you checked how many pieces are included in the chosen package?
- 6. Customisation:** can only the packaging be customised, or the individual biscuit as well?
- 7. Print area:** have you checked the actual surface available on the product page?
- 8. Dietary requirements:** have you checked the ingredients and availability of gluten-free, lactose-free or vegan options?

5. Customisation techniques compared

Technique	Application	Practical guidance
Digital printing with food-grade inks	Customisable biscuits.	Uses edible inks on flat, dry foods; allows sharp, vivid colours.
Embossing	Only on a limited number of products.	Durable and visually striking technique, generally more expensive.
Digital printing	Packaging.	Suitable for various materials and colour artwork.
Flexography	Packaging.	Suitable for full-colour packaging and even complex graphics.

6. Check the product characteristics

- Minimum shelf life: usually ranges from 4 to 6 months depending on the product and ingredients and is stated on each product page.
- Weight: there is no standard value; individual biscuits can generally weigh from 4 to 30 grams.
- Dietary requirements: gluten-free, lactose-free and vegan options are available and, in some cases, products without added refined sugars.
- Texture: softness or crunchiness depends on the characteristics and ingredients of the biscuit.
- Production: in the vast majority of cases there is no warehouse stock and the biscuits are produced after the complete order is placed.

7. Usage ideas to keep in mind

Situation	Suggested use
Christmas boxes	Include biscuits in a seasonal corporate gift for customers or employees.
Birthdays, celebrations and company milestones	Mark the occasion with a customisable, packaged product.
Thank-you boxes and luxury boxes	Thank customers, partners or professionals with carefully presented packaging.
Trade fairs and marketing events	Distribute a personalised food giveaway during the event.
Hospitality areas	Offer personalised biscuits in spaces dedicated to welcoming guests.

8. Explore online

[Go to Personalised Biscuits](#)

[Discover Personalised Chocolates](#)

[Discover Promotional Sweets & Confectionery](#)

[Read the source on edible inks](#)

[Contact HiGift for product information](#)

Note: available formats, flavours, ingredients, packaging, print areas and techniques may vary from one item to another. For the final choice, refer to the page of the selected product.