

## Food and Nutrition

### Lotus Bakeries – Europe’s Favorite Sweets

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(HealthNewsDigest.com) - For more than 75 years, Lotus Bakeries has been baking Europe’s favorite cookies and sweets. With 1,245 employees and production facilities in Belgium, the Netherlands, France, Sweden and Canada, Lotus Bakeries produces and sells products under the Lotus, Peijnenburg and Anna’s brand names. Lotus Bakeries products are enjoyed in more than 25 countries worldwide.

#### **A Family Business turned Global**

In 1932, Belgium’s Boone family began baking decorative caramelized biscuits and delivered them door-to-door in their signature red truck. The word-of-mouthwatering cookies turned a once-small enterprise into a multi-million, worldwide business. Today, the third generation of the Boone family still manages the top-selling sweets. Traded on the Euronext Brussels, the company has been profitable for nearly 70 years, increasing its sales in a declining market segment.

Lotus Bakeries North America opened in 2009 and is headquartered in San Francisco, CA. Lotus Bakeries sweet snacks are sold at retail nationwide, through catalogue sales and at [www.biscoff.com](http://www.biscoff.com). All products are baked and packaged by Lotus Bakeries in Europe and Canada and shipped directly to the Lotus Bakeries fulfillment center in Santa Rosa, California.

#### **Biscoff – the cookie that literally flew into the U.S.**

Successful in Europe for decades, Lotus Bakeries products U.S popularity soared when, in 1984, their signature Biscoff cookie was discovered by an airline industry food and beverage supplier during a trip to Belgium. Delta Airlines bought the cookies to give to passengers, who quickly began asking where they could purchase them. Since then, Biscoff cookies have made air travel a little sweeter on nearly every domestic airline and most international carriers, and are sold via catalog and online in the U.S. As of 2010, airline passengers nibbled on 1.5 billion cookies, with Lotus Bakeries selling 3.3 billion Biscoff single and double cookies in Europe a year.

## **Europe's Favorite Cookie with Coffee**

As with all Lotus Bakeries products, Biscoff is made with only the highest quality ingredients. Strict adherence to the original recipe and caramelization process created in 1932 gives Biscoff cookies' their consistently unique caramel flavor and crisp texture. An expert panel of bakers and Boone family members judge the flavor, color and texture of the cookies daily to maintain their incomparable taste. The Biscoff name is a derivative of "bis"cuit and "coff"ee, as the cookies are designed to be enjoyed with cup of coffee – which is how they are enjoyed by Europeans. Each cookie is made with all natural ingredients, no artificial colors or preservatives and contains no trans-fat or butter. At only 38 calories a cookie, Biscoff cookies make each day a little sweeter.

## **Lotus Bakeries North America - Company overview**

Lotus Bakeries North America sells \$20.1 million in delectable sweets in the US each year and \$4.9 million per year in Canada. Lotus Bakeries Worldwide sells 261 million Euros worth of their delicious cookies.

Lotus Bakeries North America, located in San Francisco, Calif., has 10 full-time employees and anywhere from 5 to 25 seasonal, part-time employees. The Lotus Bakeries Santa Rosa office and warehouse employs 10 full-time staff and anywhere from 5 to 40 part-time seasonal employees.

## **Where to purchase**

Biscoff sweets are sold at retail nationwide, through catalogue sales and at [www.biscoff.com](http://www.biscoff.com). In July 2010 Lotus Bakeries opened its first-ever Biscoff branded retail location, the Biscoff Coffee Corner, and a Biscoff Coffee Cart Kiosk at San Francisco's famous PIER 39. The store will carry a variety of Biscoff cookies and each customer will receive a free cookie with every coffee purchase – introducing Biscoff the way they were intended to be enjoyed.

## **Lotus Bakeries Products**

Lotus Bakeries creates authentic European sweets including:

- Biscoff Cookies
- Pastries & Waffles
- Anna's Ginger Cookies
- Chocolates & Spread

**Editor's Note:** We sampled this product among staff and friends, and people asked for more. It is truly a treat with coffee.

[http://www.healthnewsdigest.com/news/Food\\_and\\_Nutrition\\_690/Lotus\\_Bakeries\\_Europe\\_s\\_Favorite\\_Sweets.shtml](http://www.healthnewsdigest.com/news/Food_and_Nutrition_690/Lotus_Bakeries_Europe_s_Favorite_Sweets.shtml)