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BISCOFF SPREAD ANNOUNCES BACK-TO-SCHOOL PARENT BLOGGER RECIPE CONTEST

***“Lunch Envy” Recipe Challenge Invites Bloggers and their Children to Create
One-of-a-Kind Lunch Recipes Featuring Biscoff Spread***

Enter for a Chance to win iPads, Kindles and Amazon Gift Cards

SAN FRANCISCO, CA, August 31, 2011 – To kick-off this back-to-school season, [Biscoff Spread](http://www.biscoff.com) invites bloggers to team up with their children to join the first-ever [Biscoff Spread “Lunch Envy” Recipe Contest](http://www.biscoff.com). **Beginning September 6, 2011**, Biscoff Spread will be challenging bloggers and their son or daughter to combine culinary forces and create an envy-inspiring lunch recipe featuring Biscoff Spread, accompanied by their very own video cooking demonstration.

The Lunch Envy Challenge

Whether it's a tasty spin on a lunchtime classic or an imaginative new creation, Biscoff Spread is looking to online parent personalities and their children to create fun, inventive and delicious recipe ideas featuring Biscoff Spread. An all-natural alternative to peanut butter that contains no nuts, Biscoff Spread was created using the world-famous [Biscoff Cookies](http://www.biscoff.com) and has the same caramelized taste, but with a smooth, creamy texture.

Adding an interactive twist to this challenge, the parent/child team must create and star in their very own cooking video, showcasing the making of their Biscoff Spread recipe. Entrants will be judged for creativity of both the recipe and video.

As a way to help parents prepare for one of their busiest times of year, Biscoff Spread will feature a selection of its favorite “Lunch Envy” recipe submissions on the [Biscoff website](http://www.biscoff.com) throughout the month of September. Additionally, the top three recipe winners, announced on October 15, will receive back-to-school inspired prizes and Biscoff goodies to help start the year right. First place will receive two [iPads](http://www.apple.com/ipad), second place will receive two [Amazon Kindles](http://www.amazon.com/kindle) and third place will receive two [Amazon](http://www.amazon.com) gift certificates.



How to Enter

1. Visit www.biscoff.com/lunchenvy
2. Complete the requested information form and upload the Biscoff Spread recipe and video (required), as well as a photo of your creation (optional, but helpful!). Please note all qualified entrants must submit their recipe and video between **September 6 – October 7, 2011**.
3. Winners will be announced on the [Biscoff website](http://www.biscoff.com) on October 15, 2011.

For more information on the Biscoff Spread “Lunch Envy” challenge, please visit www.biscoff.com/lunchenvy.

(more)

About Lotus Bakeries

For information about Lotus Bakeries, please visit www.lotusbakeries.com.

EDITORS, PLEASE NOTE:

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