

CONTRA COSTA TIMES

Lotus Bakeries Launches First North American Retail Store Featuring World-Famous Biscoff Cookies at San Francisco's PIER 39

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Lotus Bakeries, which sells Europe's favorite cookie with coffee, and [Simmons Family](#) owners of Simco Restaurants' popular PIER 39 establishments on Fisherman's Wharf, announced today the grand opening of Lotus Bakeries' first branded retail store where its world-famous Biscoff cookie products will be sold. These two family-owned-and-operated businesses are jointly opening the **Biscoff Coffee Corner** and **Biscoff Coffee Cart** at San Francisco's PIER 39. A grand opening celebration is scheduled for July 8.

The Biscoff Coffee Corner offers a free cookie with every coffee purchase, enabling customers to enjoy the traditional way in which Europeans consume their daily coffee. Biscoff is a derivative of "bis"cuit and "coff"ee, and is Europe's favorite cookie with coffee.

Lotus Bakeries partnered with the Simmons Family because of their expertise in the hospitality business and long history on the San Francisco waterfront. The Simmons Family created and developed PIER 39 in the 1970s and have been restaurateurs on the pier ever since. Fog Harbor Fish House, Pier Market and Wipeout Bar & Grill are part of their restaurant family.

"PIER 39 is the perfect location for the very international Biscoff cookie," said Marco de Leeuw, Executive President of Lotus Bakeries North America. "The Simmons Family is a great partner to help us open our first Biscoff-branded store and introduce the European cookie-with-coffee concept."

"We serve guests from all over the world every day, so it seemed natural to provide Europeans the comfort of home while introducing Biscoff cookies to a new group of people who haven't tried them," said Scooter Simmons, Owner of Simmons Family Waterfront Hospitality restaurants. "We're confident our guests will fall in love with Biscoff."

Lotus Bakeries' Biscoff cookies shot to fame in the U.S. when Delta Airlines began serving them on flights in the 1980s. The caramelized biscuits quickly developed a fan base, with customers asking how they could purchase them. Today, Lotus Bakeries has sales of \$25 million in North America. The company's U.S. headquarters is based in San Francisco. Biscoff cookies can be purchased at www.biscoff.com and through its catalog.

On the Biscoff Coffee Corner's grand opening day, 100 percent of cookie sales will be donated to [The Marine Mammal Center](#), which helps educate the public about PIER 39's internationally famous sea lions. The grand opening will include cookie-juggling performers, members of both the Boone and Simmons families and an official "cookie breaking" ceremony.