

# Smart Allergy ~ Friendly Education

RESOURCES FOR NAVIGATING YOUR FOOD ALLERGY JOURNEY

Monday, July 1, 2013

## Lotus Bakeries FIRST EVER 'Spread the Love Challenge' Contest

Labels: [allergy friendly food ideas](#), [Biscoff spread](#), [dairy free](#), [Giveaway](#), [Lotus Bakeries](#), [nut free](#), [peanut free](#)

As a food allergy family who has eaten **tree nut-free, peanut free, egg-free and dairy-free** for years, this is one of our favorite **nut-free** alternatives in our home which we use with fruits, snacks and many desserts.

[Lotus Bakeries](#), the makers of the world famous, *Biscoff Cookies*, invite FANS to join in their [Spread the Love Challenge](#). They want you to SHARE the inventive ways in which you enjoy *Biscoff Spread*. Upload your favorite photos *SHOWING* how you "*spread the love*" using this caramelized, spreadlike treat on your favorite family snacks~

Contest begins **TODAY, July 1<sup>st</sup>** and will run through **July 28<sup>th</sup>**.  
There are **3 main ways to be a prizewinner**.

### 1 - BE A TOP PRIZEWINNER

**TOP 3 WINNERS** will be announced **August 30<sup>th</sup>, 2013**

- **1<sup>st</sup> Place** - A trip to Belgium for two and a tour of the Biscoff factory where the world famous cookies are made
- **2<sup>nd</sup> Place** - \$1,500 CASH
- **3<sup>rd</sup> Place** - \$1,000 CASH

Lotus Bakeries will narrow down the top 30 entries and Facebook Users will vote for the final grand prize winners on the [Biscoff Facebook page](#).

### **How to Enter:**

- Visit the [Biscoff Facebook page](#).
- "Like" Biscoff on Facebook and upload **YOUR Biscoff Spread photo with a title and description**. Entrants may submit one additional photo for each referred friend. Please note, all qualified entrants must submit their photos between **July 1 (12 a.m. EST) - July 28 (11:59 p.m. EST)**.
- Facebook fans will vote for the grand prize winners between **August 5 (12 a.m. EST) - August 25 (11:59 p.m. EST)**.
- The top three winners will be announced on the [Biscoff Facebook page](#) on **August 30**.

**NOT a FACEBOOK user?** No worries! Entrants who are NOT facebook users, may submit their photos here: [www.biscoff.com/spreadthelove](http://www.biscoff.com/spreadthelove) . For further details about Lotus Bakeries, to schedule and interview or to request an official copy of the "Spread the Love" rules or high resolution photography, please contact Hilary Burns at [hilary@landispr.com](mailto:hilary@landispr.com) or (415) 561-0888.

2 - DAILY "Instant Win" games

Play these DAILY games on their Facebook page for a chance to win 7,000 prizes, including Biscoff spread and Biscoff Cookie coupons.

3 - A year's worth of products

All Entrants will be automatically entered in a sweepstakes to win a year's supply of Biscoff products.

*As a Delta Air Lines family member, I have been indulging in Biscoff Cookies for over 20 years! I already know which treat I want to share! Do you?*

*Daniella*