



SWEETIES PICK! Biscoff Spread The Love Instant Win Game 8/25/13

July 1, 2013

Upload your photo showing how you enjoy Biscoff Spread, and you could win a trip to Belgium for two, or cash prizes! You don't have to upload a photo to play to win 1 of 9,000 instant win game prizes!

Eligibility: open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and who did not purchase any equipment for the purpose of entering this Promotion.

Entry Dates: July 1, 2013 and ends on August 25, 2013 at 11:59 p.m. ET

[Facebook Entry](#) | [Official Rules](#)

To play the game, scroll down to the bottom of the page.

Contest Entry Periods:

Submission: July 1, 2013 – July 28, 2013

Judging: July 29, 2013 – August 4, 2013

Voting: August 5, 2013 – August 25, 2013

To enter the Contest, upload one photo that displays how you use Biscoff Spread in your everyday life, fifty (50) words or fewer essay about the photo and a title of the photo (not to exceed 15 words)

Entry Limit: Each entrant may receive one sweepstakes entry and one Instant Win Game play per day during the Promotion Period; each entrant may also upload one Submission during the Submission Phase. You will receive bonus entries for sharing.

Five Sweepstakes Grand Prizes: Biscoff Spread for a year (awarded in the form of two (2) cases of Biscoff Family Pack 8.8 oz. cookies (each case includes ten (10) packs); and two (2) cases of Biscoff Spread Cream 14 oz. (each case includes eight (8) jars)). ARV: \$420

Sweepstakes Random Drawing: on or around September 3, 2013

(9,000) Instant Win Game Prizes:

- (6,000): A jar of Biscoff Spread. ARV: \$4.50
- (3,000): a coupon for a free Biscoff 8.8 oz. Family Pack of cookies. ARV: \$3.50

Limit: One Instant Win Game prize per person.

One Contest Grand Prize: a trip for two (2) to Belgium. Trip package includes round trip, coach-class air transportation for two to Brussels, Belgium; three (3) nights accommodations; ground transportation to and from airport and hotel; daily breakfast at the hotel; one half day tour of Lotus Bakeries plant in Lembeke. ARV: \$5,000.

One Contest First Prize: \$1,500 awarded in the form of a check. ARV: \$1,500

One Contest Second Prize: \$1,000 awarded in the form of a check.

Contest Winners will be determined based on the following criteria: Creativity/Originality (25%);

Quality of Submission (25%); and Fit to Contest Theme (50%)