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**Lotus Bakeries Debuts Popular Biscoff Spread at Retail Stores across the U.S.**

Now at [Walmart](#), [Kroger](#), [Stop & Shop](#) and other Large Retailers, All-Natural [Biscoff Spread](#) is made from World-Famous [Biscoff Cookies](#) and is Europe's Alternative to Peanut Butter

**SAN FRANCISCO, CA, March 7, 2011** – With more than 75 years of experience baking [Biscoff cookies](#) -- Europe's favorite cookie with coffee -- [Lotus Bakeries](#) announced today its creamy [Biscoff Spread](#) will now be available at larger retailers across the U.S., including [Walmart](#), [Kroger](#) and [Stop & Shop](#), among others. An all-natural alternative to peanut butter that contains no nuts, Biscoff Spread is made with 57% Biscoff cookies and tastes like the caramelized crisps, but with a smooth, creamy texture.

Like Biscoff cookies, Biscoff Spread is made with all-natural ingredients and contains no artificial colors, flavors or preservatives. Each serving is also free of trans fats. At 88 calories per one tablespoon serving, Biscoff Spread brings a creamy, caramelized sophistication to breakfast, lunch, dinner and dessert. When first introduced in Belgium in 2008, Biscoff Spread (known as Lotus Speculoos Pasta in Europe) sold out in just three hours. Initially available to U.S. customers through [Biscoff Gourmet's website](#) and catalog sales, Biscoff Spread is now one of Lotus Bakeries' top-selling items.



**One-of-a-Kind Taste with a One-of-a-Kind Creation Story**

Biscoff Spread was the brainchild of Biscoff cookie fan Els Scheppers of Belgium, who cooked up the recipe in 2007 for Belgian prime time TV program, "[De Bedenkers](#)" ("The Inventors"). Facing a jury of business and product marketing experts as well as live audience voters, Ms. Scheppers' recipe for a creamy spread using Biscoff cookies beat out 2,000 other contestants to reach the finals. Lotus Bakeries then worked with Ms. Scheppers to perfect the new recipe.

"For years, people all across the world have enjoyed the sweet but not overly sugary taste of Biscoff cookies with their coffee," said Marco de Leeuw, Executive President of Lotus Bakeries North America. "Biscoff Spread is a great alternative to peanut butter and 88 calories per serving. With the debut of Biscoff Spread in larger U.S. retail stores, the unique caramelized flavor can now be savored in so many more ways – morning, noon and night – and is a great complement to just about anything."

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“My family and I eat Biscoff Spread every day,” said Scheppers, who is also a mom to three children. “Biscoff Spread is now part of our ‘normal’ eating routine, not only for breakfast, but also for a sweet snack or dessert, smoothed over toast or bread. My kids frequently bring it in their lunch box too, as do many of their classmates.”

Biscoff treats, including the newest Biscoff Spread, can be purchased at larger retailers across the U.S., online at [www.biscoff.com](http://www.biscoff.com) and in San Francisco at PIER 39’s [Biscoff Coffee Corner and Biscoff Coffee Cart Kiosk](#), the first-ever Biscoff branded retail location. For a complete list of where to purchase Biscoff Spread, please visit [www.biscoff.com](http://www.biscoff.com)

#### **About [Lotus Bakeries](#)**

Family owned since 1932, [Lotus Bakeries](#) has been baking Europe’s favorite treats for more than 75 years. Their products’ popularity soared in the U.S. 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. On average, 100 million servings of Biscoff cookies are sampled annually by airline passengers, and as of 2010, 1.5 billion cookies have been enjoyed mid-flight by travelers all around the world. Biscoff treats are available at retailers nationwide, at the [Biscoff Coffee Corner and Biscoff Coffee Cart Kiosk](#), in San Francisco at PIER 39 and at [www.biscoff.com](http://www.biscoff.com). In addition to [Biscoff Spread](#) and [Biscoff Cookies](#), Lotus Bakeries makes other authentic European treats including [Pastries & Waffles](#), [Anna’s Ginger Cookies](#) and [Chocolates](#). Lotus Bakeries products are enjoyed in more than 25 countries, from the United States to Singapore, Slovakia to Kuwait. The company’s U.S. headquarters is based in San Francisco with sales topping \$25 million in North America. For information about Lotus Bakeries, please visit [www.lotusbakeries.com](http://www.lotusbakeries.com).

#### **EDITOR’S NOTE:**

Following is a short list of the larger U.S. retailers carrying Biscoff Spread:

- [Walmart](#)
- [Kroger](#)
- [Stop & Shop](#)

High resolution images as well as interviews with Biscoff Spread creator Els Scheppers and Marco de Leeuw, Executive President of Lotus Bakeries North America are available by contacting Jordana Frishman at [jordana@landispr.com](mailto:jordana@landispr.com) or (415) 359-2313.

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