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MAKERS OF WORLD FAMOUS BISCOFF COOKIES ISSUE CHALLENGE TO FOOD LOVERS EVERYWHERE: SHOW US HOW YOU LOVE YOUR BISCOFF (COOKIE) SPREAD

Biscoff's first "Spread the Love Challenge" invites fans of Biscoff Spread to show the many ways they love to eat the creamy, caramelized, spreadable treat

Enter for a chance to win a trip to Belgium for two, plus 7,000 other Biscoff prizes

SAN FRANCISCO, CA, June 13, 2013 –This summer, [Lotus Bakeries](http://www.lotusbakeries.com) invites consumers to share the many inventive ways they enjoy [Biscoff Spread](#) – the delicious cookie spread made from the popular Biscoff cookies in the first-ever [Biscoff Spread the Love Challenge](#). **Beginning July 1 to July 28**, the first-ever [Biscoff Spread the Love Challenge](#) asks consumers to get creative with their Biscoff Spread snacks by uploading photos that show their favorite ways to "spread the love."

How Biscoff's "Spread the Love Challenge" works

Whether it's a spin on a classic snack (such as Biscoff Spread on a bagel) or a more creative twist (such as brownies made with the spread), the makers of Biscoff Spread are looking for individuals to submit photos showing how they enjoy Biscoff Spread.

Biscoff European Cookie Spread is an irresistible, spreadable treat made from Biscoff Cookies. Biscoff fans enjoy it on toast, with apples, as a secret ingredient in recipes or straight out of the jar! Biscoff Spreads are all natural and contain no nuts, artificial colors, flavors or preservatives.



Lotus Bakeries will narrow down the photo entries to the top 30. Facebook users will vote for the final grand prize winners on the [Biscoff fan page](#). All entrants will be automatically entered in a sweepstakes to win a year's supply of Biscoff products.

Biscoff Facebook fans also have the option of playing daily "Instant Win" games on the Facebook page for a chance to win 7,000 prizes, including Biscoff Spread and Biscoff Cookie coupons.

The top three winners of Biscoff's Spread the Love Challenge, to be announced on August 30, 2013, will receive the following prizes:

- **First place** – A trip to Belgium for two and a tour of the Biscoff factory where the world famous cookies are made
- **Second place** – \$1,500 cash
- **Third place** – \$1,000 cash

How to Enter

1. Visit Biscoff's [Facebook page](#).
2. "Like" Biscoff on Facebook and upload a 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)**.
3. The top three winners will be announced on Facebook on **August 30**.

For more information on Biscoff's Spread the Love Challenge, please visit Biscoff's [Facebook page](#).

About [Lotus Bakeries](#)

Family owned since 1932, [Lotus Bakeries](#) has been baking Europe's favorite treats for more than 80 years. Their products' popularity soared in the U.S. when, in 1985, their signature [Biscoff cookie](#) was discovered by an airline industry food and beverage supplier during a trip to Belgium. Biscoff cookies became known as "the in-flight treat" and have added a warm, sweet touch to air travel since 1985.

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](#) in San Francisco at PIER 39 and at [www.biscoff.com](#). In addition to [Biscoff Spread](#) and [Biscoff Cookies](#), Lotus Bakeries makes other authentic European treats including Pastries & Waffles and [Anna's Ginger Thins](#). 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. For information about Lotus Bakeries, please visit [www.lotusbakeries.com](#).

EDITORS, PLEASE NOTE:

Entrants who are not Facebook users may submit their photos here: [www.biscoff.com/spreadthelove](#). For further details about **Lotus Bakeries**, to schedule an 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 or (415) 561-0888.

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