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Lotus Bakeries' new crunchy version of Biscoff Spread to hit the U.S. retail shelves in April 2012

Rolling out across the U.S. at Central Market, Cost Plus World Market, The Fresh Market, Market Basket, Schnucks, Shop Rite, Walmart, Wegmans, and Winn-Dixie, Biscoff Spread Crunchy is made with 65% world-famous Biscoff Cookies

SAN FRANCISCO, CA, March 7, 2012 – On the heels of its wildly popular [Biscoff Spread](#), known as “Europe’s alternative to peanut butter,” [Lotus Bakeries](#) announced today a new [crunchy version](#) of the creamy spreadable treat containing bits of real Biscoff cookies that will hit retail shelves this April. Just like peanut butter which comes in two varieties, Biscoff Spread is now available in both creamy and crunchy versions, with the crunchy spread consisting of 65% Biscoff cookies and featuring a crispy texture intermingled with a creamy spread. Both spreads are an all-natural alternative to peanut butter, containing no nuts and no artificial colors, flavors or preservatives. Both Biscoff Spread Crunchy and its Creamy counterpart taste just like the beloved caramelized cookies served in-flight and sold at more than 50% of retail stores across the United States.



At 86 calories for a tablespoon size serving, Biscoff Spread Crunchy blends the taste of Biscoff cookies into a fun, spreadable form that can be consumed on toast, bagels, waffles, fruit, in sandwiches or straight out of the jar. Compared to other sweet spreads, it is low in sugar with a not-overly-sweet caramel flavor.

Biscoff Spread Creamy is available at Central Market, Cost Plus World Market, The Fresh Market, Giant Carlisle, Giant Landover, Hannaford, Kroger, Market Basket, Safeway, Schnucks, Shop Rite, Stop & Shop, Walmart, Wegmans, and Winn-Dixie and others, as well as through [Biscoff's website](#). A complete list of retail locations is available at www.biscoff.com.

“Our creamy Biscoff Spread became an overnight sensation, especially with moms and kitchen connoisseurs,” said Marco de Leeuw, Executive President of Lotus Bakeries North America. “It’s being creatively used in a range of recipes shared by our customers who are constantly reaching out to us with positive feedback and new ideas. Our new crunchy version has the same delicious flavor with a fun new texture, offering even more options for creating one-of-a-kind recipes or quick, delicious snacks.”

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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](#) 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:

A complete list of where to purchase Biscoff Spread, Biscoff Spread Crunchy and other Biscoff treats across the country can be found in the retail section at [www.biscoff.com](#). They are also sold in San Francisco at PIER 39's [Biscoff Coffee Corner](#), the first-ever Biscoff branded retail location.

Product samples, additional information and high resolution images are available by contacting Jordana Heinke at jordana@landispr.com or (415) 359-2313.

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