

# GROCERY HEADQUARTERS

## Biscoff Challenges Food Lovers to Spread the Love

Posted on Jul 1, 2013 by Grocery Headquarters.



Lotus Bakeries invites consumers to share the many inventive ways they enjoy Biscoff Spread – the cookie spread made from the popular Biscoff cookies – in the first-ever Biscoff Spread the Love Challenge. From July 1 to July 28, the 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.”

Whether 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.

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.



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

irst place, a trip to Belgium for two and a tour of the Biscoff factory; s econd place, \$1,500 cash; and t hird place, \$1,000 cash.

To enter, “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).

The top three winners will be announced on Facebook on August 30.

[http://www.groceryheadquarters.com/2013/07/biscoff-challenges-food-lovers-to-spread-the-love/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=biscoff-challenges-food-lovers-to-spread-the-love](http://www.groceryheadquarters.com/2013/07/biscoff-challenges-food-lovers-to-spread-the-love/?utm_source=rss&utm_medium=rss&utm_campaign=biscoff-challenges-food-lovers-to-spread-the-love)