Lotus Bakeries is active worldwide in the snacking segment with the Lotus, Biscoff, Dinosaurs, Suzy, Peijnenburg, Snelle Jelle, Annas, Nākd, TREK, BEAR and Urban Fruit brands. By maintaining a healthy balance between tradition and innovation, Lotus Bakeries indulges consumers with a unique range of high-quality, tasty products. “Being Great in Little Things”. That is the core of Lotus’ mission. The biscuits, waffles, cakes, gingerbread and natural snacks our company offers do not need to be a decisive moment in consumers’ lives, but create a moment of pleasure, cheerfulness and joy. With the unique taste experience of its products, Lotus Bakeries wants to be an established part of consumers’ daily lives, in as many countries as possible.

In order to realize this ambition and achieve sustainable growth, Lotus Bakeries has a clear strategy in mind, centred on building brands. This strategy is based on three pillars.
Lotus Biscoff
Internationalisation of Lotus Biscoff, both the biscuit and the spread

Natural Foods
Investment in a strong healthy snacking business so that we gradually enter other markets from the United Kingdom

7 ELEMENTS
3. Communication with consumers
4. Continuous investment in employees, marketing, R&D and production
5. Targeted product innovations
6. Continuous improvement of manufacturing efficiency
7. Continuous commitment to Corporate Social Responsibility
Pillar 1: Local Heroes

We start with our core brands, the ‘hero’ products. We are present in our home markets of Belgium, the Netherlands, France and the United Kingdom with a wide range of local ‘hero’ products: biscuits, waffles, cakes, gingerbread and natural snacks. We want to develop these already strong market positions by investing continuously in this wide range. In this way, Lotus Bakeries strengthens its position as market leader in the relevant subsegments. Belief in ‘hero’ products is great. It is no coincidence that, when making acquisitions, Lotus Bakeries has always focussed on companies with a strong brand, exceptional products and a strong market position in the home market of the company concerned. We are firmly convinced that, by paying attention to our local ‘hero’ brands in their home market, we can elevate these products from ‘hero’ to ‘superhero’.

Pillar 2: Lotus Biscoff

The second pillar focuses on the globalization of Lotus Biscoff and Lotus Biscoff spread. Lotus Biscoff has a highly unique but accessible flavour, with a subtle caramelized touch and a definite link to hot drinks, mainly coffee. Lotus Bakeries believes in the universal character of its original caramelized biscuit, and consequently its original caramelized biscuit spread. These products enjoy success across national borders and cultural differences - a quite exceptional situation in the food sector. Lotus Biscoff is now enjoyed in some sixty countries. This success supports the ambition of globalization.

To support the further internationalization of Lotus Biscoff, Lotus Bakeries operates in fourteen countries with its own sales offices and its own sales teams. Cooperation also takes place with local commercial partners in more than forty countries. Via their channels, we launch our products in new markets. We conquer the markets with our brands by approaching consumers first in hotels and restaurants and seducing them with the taste of our products. The next step is the shop shelf. Here, we want to gradually gain a more prominent place on the shelves with displays and promotions. The more households are familiar with our products, the better. Once we have achieved a substantial level of penetration and thus a substantial percentage of households within a particular region consume our products, we can start airing TV commercials to continue to grow steadily.
Pillar 3: Natural Foods
With the third pillar, we target a second international growth area, natural and healthy snacking. Following the acquisitions of Natural Balance Foods and Urban Fresh Foods in 2015, Lotus Bakeries initially focussed on their home market, the United Kingdom. However, these brands are in line for internationalization. The first steps have already been made in Europe and the United States. For this, full use is made of our existing sales organizations, where we have created separate teams which focus on this natural snacking segment.

Since every strong brand has a unique personality, specific DNA and its own consumers, brand ownership is kept separate for each brand. Parallel to this, we focus strongly on our unique capacity to stimulate growth through our extensive international network of sales offices and commercial partners, across all brands.

Lotus Bakeries’ strategy is supported by the following elements:

1. An offer of delicious, high-quality products to all consumers. For this reason, the range has been expanded to include natural, unprocessed fruit and nut-based products for adults and children. All products in each of our categories must stand out by offering a superior taste experience.
2. A strong focus on the best performing products.
3. Clear and consistent communication with the consumer is key, and sufficient resources are allocated to this.
4. Continuous investment in employees, marketing, R&D and production.
5. Targeted product innovations, primarily based on format innovations to constantly introduce our best performing products to new groups of consumers and achieve new consumption moments.
6. A clear focus on continuously improving the manufacturing efficiency. The aim is to continue to produce the best quality products at the most competitive cost.
7. Continuous commitment to Corporate Social Responsibility. The Corporate Social Responsibility theme is implemented in the organization as ‘Care for Today – Respect for Tomorrow’.

MISSION STATEMENT LOTUS BAKERIES

Lotus Bakeries wishes to base its sustainable growth and profitability on meeting the needs of the present generations, without compromising the opportunities of the next generations.