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**Côte d'Or & Lotus Biscoff®:
The most iconic & tasteful collaboration of the year.**



Monday, May 5, 2025 – As of today, Côte d'Or and Lotus Biscoff®, Belgium's leading chocolate and cookie brands, are launching Côte d'Or L'Original with crunchy Lotus Biscoff pieces® – available in both milk and white chocolate.

A taste to fall head over heels for – pure Belgian indulgence.

Côte d'Or and Lotus Biscoff®, two Belgian brands, are joining forces to combine their signature creations: the legendary Côte d'Or L'Original chocolate bar and the unmistakable Lotus Biscoff® cookie with its unique taste and texture. This fusion introduces a whole new taste sensation – so now, there's no need to choose between a piece of Côte d'Or chocolate or a Lotus Biscoff® cookie.

With its unique, intense taste and subtle smoky notes of vanilla, Côte d'Or has been Belgium's favourite chocolate for generations – pure, unaltered pleasure since 1883! Add the distinctive caramelized crunch of Lotus Biscoff®, and you get a one-of-a-kind taste experience.

Tineke De Wispelaere, Marketing Director at Mondelēz Benelux, shares her excitement: *"Bringing this new product to life took deep collaboration and extensive research. We're proud to have united two of Belgium's most iconic brands into one unique and delicious creation. It truly is a match made in heaven – a perfect harmony where both Côte d'Or L'Original and Lotus Biscoff® shine. It's a taste that captures hearts, one bite at a time."*

The launch of Côte d'Or L'Original with crunchy Lotus Biscoff® pieces marks the beginning of a promising collaboration between the two companies in Belgium. And for food lovers, it's only the start – more unique and exciting combinations are sure to follow.

Where to find it?

Côte d'Or L'Original with crunchy Lotus Biscoff® pieces Milk and White are available starting today, exclusively at all Delhaize stores across Belgium – offering a total of 380g of pure indulgence. From this autumn, Côte d'Or L'Original with crunchy Lotus Biscoff® pieces Milk and White will also be rolled out to other Belgian supermarkets.



#ElephantsinBelgium: launch campaign grabs attention

Over the past week, elephants were spotted in various locations across the country, sparking speculation about their sudden appearance. Now that the herd has come to a stop in Lembeke, the mystery has been solved: Côte d'Or (Mondelēz International) and Lotus Biscoff® (Lotus Bakeries) are behind this campaign. With their playful stunt, the two brands are proudly announcing their very first collaboration.

More about the partnership, growth strategy, and product launch? Read the full corporate press release below.

About Côte d'Or

For more than 140 years, Côte d'Or has been indulging chocolate lovers. It all began in 1883, when Charles Neuhaus, master chocolatier, created the Côte d'Or brand, referring to the Gold Coast, present-day Ghana that supplied some of the cocoa beans. Since then, the story of the fledgling chocolate tablet has grown into a saga with over 100 products and flavours. Côte d'Or has undoubtedly become a global brand by staying true to its uniquely intense flavor, explained by its craftsmanship and successful product innovations. Côte d'Or is part of the global snacking company Mondelēz International. In Belgium, Mondelēz International is the market leader in cookies, chocolate and cream cheese. Its portfolio includes major brands such as Côte d'Or, LU, Milka, Oreo, Philadelphia and TUC.

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) encourages people to snack the right way in more than 150 countries around the world. With net sales of approximately \$36.4 billion by 2024, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, Ritz, LU, Clif Bar and Tate's Bake Shop cookies and baked snacks, as well as Cadbury Dairy Milk, Milka and Toblerone chocolate. Mondelēz International is a proud member of the Standard & Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

Mondelēz International has strong roots in Belgium and allows consumers to enjoy iconic brands: Côte d'Or, LU, Prince, TUC, Milka and Philadelphia. Belgium, by the way, is the birthplace of local brands such as TUC, Prince, Côte d'Or, Pims, Bastogne, LEO....

In Belgium, Mondelēz International is the leader in the chocolate, cookies and cream cheese categories. Mondelēz International employs about 1,900 people in Belgium and, in addition to the headquarters in Mechelen, has 2 production facilities: a cookie and chocolate site in Herentals (LU & Milka) and 1 cream cheese plant in Namur. The cookie factory in Herentals is one of the largest cookie factories in Europe with an annual production of 70,000 tons of cookies.

Visit www.mondelezinternational.com or follow the company on X at <https://www.twitter.com/MDLZ>.

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Lotus Bakeries in a nutshell

Lotus Bakeries, founded in 1932, operates worldwide in the indulgent and natural snacking segment with brands including Lotus®, Biscoff®, nākd®, TREK®, BEAR®, Kiddylicious®, Peter's Yard®, Dinosaurus®, Peijnenburg® and Annas®. Headquartered in Belgium, Lotus Bakeries is a dynamic and internationally oriented company with production facilities in Belgium, the Netherlands, France, Sweden, South Africa and the United States. A third production facility is currently under construction in Thailand and will be operational by 2026. It has 23 own sales organizations in Europe, America, Asia and Australia. Lotus Bakeries also works with commercial partners in approximately fifty countries worldwide. Lotus Bakeries has around 3,360 employees and achieved a revenue of EUR 1,232.0 million in 2024. The shares of Lotus Bakeries are listed on Euronext Brussels. The majority of shares are owned by the Boone and Stevens family.

Visit <https://www.lotusbakeries.com> or follow Lotus Bakeries on [LinkedIn](#).

Lotus Biscoff® in a nutshell

Since 1932, Lotus Biscoff® has been delighting consumers' taste buds with its delicious caramelised taste and crunchy texture. Originally from Belgium but now loved all over the world, Lotus Biscoff® cookies were first brought to market by Jan Boone Sr., who created a caramelised cookie using only natural ingredients. This unique recipe and cookie remain the basis of our three hero products: the original Lotus® Biscoff® cookie, the Lotus® Biscoff® sandwich cookie and the Lotus® Biscoff spread. This broad portfolio enables us to always indulge consumers. Whether they are enjoying them at home, on the go, at the office or on a flight, Lotus Biscoff® provides everyone around the world with a unique moment to truly enjoy!

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