



**BAKERIES**

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**Press release**

## **LOTUS BAKERIES AT SHANGHAI WORLD EXPO**

Lotus Bakeries is partnering the Belgian pavilion at the Shanghai world expo.

Lotus Bakeries has already taken part in several world expos as a Belgian pavilion sponsor, including its successful participation in the Aichi-Japan (2005) and Zaragoza (Spain, 2008) events.

Under the slogan "Lotus and Coffee, always together" Lotus Bakeries is step by step conquering the Asian market with its individually wrapped caramelized biscuits. In so doing Lotus is attempting to gain worldwide acceptance for a typically local product.

Following its growing success in South Korea and Japan, Lotus Bakeries is keen to set out on the same growth path in China through actively participating in the Shanghai World Expo.

Chinese consumers will be introduced to the Lotus caramelized biscuit at three places in the Belgian pavilion:

- Every visitor will receive an individually wrapped Lotus caramelized biscuit on entering the pavilion. In this way some 8,000,000 biscuits will be distributed over a 6-month period.
- Visitors ordering a coffee in the restaurant will also receive a Lotus caramelized biscuit. On leaving the pavilion, visitors will be able to buy a packet of 25 pre-wrapped caramelized biscuits in the pavilion shop.

During the world expo period, from 1 May to 31 October, several million additional caramelized biscuits will be distributed free of charge in Shanghai supermarkets to support the campaign.

Especially for this world exhibition Lotus Bakeries has developed a wrapping with the Chinese translation of the international slogan "Lotus and Coffee, always together".



At the end of April 2010 the Chinese consumer site will also be launched on [www.lotusbakeries.cn](http://www.lotusbakeries.cn).

This is the largest sampling action Lotus Bakeries has ever undertaken for a single market.

For further information, please contact: Bart Bauwens, Director Export, tel. +32-9-376.26.11

Kind regards,

Matthieu Boone,  
CEO

[www.lotusbakeries.com](http://www.lotusbakeries.com)



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