

A small bite. A global connection.

BISCOFF® AND TOMORROWLAND INTRODUCE A LIMITED EDITION BISCOFF® SANDWICH COOKIE ESPRESSO

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Lembeke / Antwerp, 4 May 2026 - Lotus Bakeries and WEAREONE.world, the companies behind Biscoff® and Tomorrowland, today announce a global partnership marked by the launch of a new, limited edition Biscoff® Sandwich Cookie with espresso flavour.

At the heart of the collaboration is a common belief in the value of sharing meaningful moments. A small bite. A shared coffee. A moment of connection.

A perfect match of taste, heritage and experience

The Biscoff® Sandwich Cookie Espresso combines Biscoff®'s iconic caramelised taste and crunchy texture with a refined espresso-flavoured filling, developed exclusively for this partnership.

For the first time in the brand's history, the iconic Biscoff® cookie features a Tomorrowland engraving, replacing the traditional Biscoff® logo. Both the unique engraving and the espresso filling were created specifically for this collaboration, making this Biscoff® Sandwich Cookie Espresso a true world-first. The design symbolises the coming together of two Belgian brands with global reach, united by a shared ambition to create experiences that go beyond the product itself.

Turning everyday moments into shared experiences

Across cultures, sharing a coffee is one of the most familiar everyday rituals, opening the door to conversation, connection and togetherness. The Biscoff® Sandwich Cookie Espresso builds on this universal habit, translating it into a unique, shareable product experience. In a world that often moves fast, it is precisely these small moments that create connection; across cultures, across borders and around the world.

A first launch wave linked to Tomorrowland Belgium

The launch of the Biscoff® Sandwich Cookie Espresso starts with a first wave linked to Tomorrowland Belgium in spring 2026. The limited-edition cookie is available in retail in selected European markets.

The launch is supported by a broad activation plan, including in-store activation, above-the-line and digital communication, and visibility across the Tomorrowland ecosystem, such as hotels, breakfast moments, coffee pairings and on-site sampling.

In addition, the cookie packaging and in-store display include a consumer competition, accessible via a QR code. By scanning the code, consumers can participate for a chance to experience Tomorrowland, further strengthening the link between the product and the festival experience.

A globally scaled product launch with a second wave in Asia-Pacific

For Lotus Bakeries, the collaboration strengthens Biscoff®'s global brand visibility in a young, vibrant community, bringing together people from all over the world, enjoying Tomorrowland festivals. For Tomorrowland, it enables the brand to extend its presence beyond the festival grounds into everyday consumer moments globally.

Following the European launch linked to Tomorrowland Belgium, a second activation wave is planned later this year, linked to Tomorrowland Thailand, with a similar activation approach across the Asia-Pacific region.

A shared vision between two Belgian global brands

Lotus Bakeries and WEAREONE.world share a strong foundation rooted in Belgian heritage, combined with a global reach, mindset, and a clear focus on quality, creativity and experience.

Through the Biscoff® Sandwich Cookie Espresso, this shared ambition comes to life in a product that is both simple and universally understood.

One small bite, bringing people together.

[Click here](#) to watch the vibrant video commercial!

About Lotus Bakeries

Founded in 1932 by Jan Boone with the creation of the iconic Biscoff® cookie, Lotus Bakeries has grown into a global snacking company with a diverse brand portfolio. Alongside its universally loved Biscoff® brand, the Group offers a range of better for you snacking brands, including nākd.®, TREK®, BEAR®, Kiddylicious® and Peter's Yard®, as well as a range of local hero brands such as Lotus®, Suzy®, Dinosaurus®, Annas®, Peijnenburg® and Snelle Jelle®. Headquartered in Belgium, Lotus Bakeries is a dynamic and internationally oriented company, with production facilities across Europe, the Americas, Asia and Africa. The Group is active in more than 70 countries through its own sales organisation and a network of commercial partners worldwide. Lotus Bakeries employs around 4,150 people and achieved a revenue of EUR 1,355 million in 2025. The majority of shares are owned by the Boone and Stevens families, complemented by a public listing on Euronext Brussels.

About WEAREONE.world

Tomorrowland was founded 20 years ago by Belgian brothers Manu & Michiel Beers and remains a family-owned business, driven by a creative and passionate team. Over the years, Tomorrowland has evolved into a global entertainment brand. The WEAREONE.world group consists of several business units, including Festival & Events, Music, Experiences, Leisure, Products, and Fiction. Today, over 350 passionate team members create magic from the headquarters in Antwerp (Belgium), as well as from local offices in Brazil, France, Ibiza and Thailand.

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