



New Lotus Biscoff® Topped Bons Available at Cinnabon® for a Limited Time

Beloved bakery celebrates with 100,000 air mile sweepstakes and National Coffee Day giveaway

ATLANTA, Ga., September 18, 2017 – Cinnabon® today announced a brand new deliciously indulgent treat in partnership with Lotus Biscoff®. For a limited time, the world famous cinnamon rolls meet Europe’s iconic cookie, giving taste buds a sweet escape. Guests can top any size cinnamon roll with the crunchy, caramelized flavor of Biscoff Cookie crumbles, elevating the ooey-goey™, brown sugar bursts in every bite.

To celebrate the partnership between a European favorite and the beloved airport treat, Cinnabon is offering fans a chance to win 100,000 air miles by entering the ‘Bon’ Voyage Sweepstakes. From Sept. 18 to Nov. 12, fans can visit Cinnabon.com/BonVoyageSweeps to enter to win the sweet escape of their choice. In addition, users on social media can post using the hashtag #BonVoyageSweeps for unlimited entries.

“We’re always looking for ways to take our guests’ taste buds on an irresistible journey, and the Lotus Biscoff partnership provides a way to enhance our mouthwatering menu items,” said Jill Thomas, vice president of global marketing for Cinnabon. “By adding a taste of Europe to our bons, Cinnabon continues to offer desirable treats made with the high-quality ingredients everyone knows and loves.”

“We are thrilled to partner with such an iconic American brand,” said Michelle Singer, US General Manager of Lotus Bakeries. “It’s exciting when two high-quality, universally loved products like Cinnabon and Lotus Biscoff can come together in a simply delicious treat.”

In honor of the collaboration with Lotus Biscoff, Europe’s favorite cookie with coffee, Cinnabon plans to celebrate National Coffee Day in a big way. Guests can visit Cinnabon bakeries nationwide on Sept. 29 to get a FREE 12oz coffee all day!

Adding to the flavors of Makara® cinnamon and cream cheese frosting, Lotus Biscoff brings hints of caramel and spices to the traditional cinnamon roll in any size with prices ranging from \$3.49 - \$4.79. The tasty topping is also available on our Center of the Roll™, the best part of the Classic cinnamon roll cut into bite-sized pieces, served in a cup for on-the-go ease.

Also available for a limited time, the Biscoff Cookies & Cream Chillatta features decadent cookie flavor mixed into a creamy vanilla frappe with swirls of rich, creamy caramel sauce and finished with cookie crumbs atop a mountain of whipped cream. Chillattas® are available in 10oz at \$2.99, 16oz at \$4.19, and 24oz for \$4.99.

For more details on the new line-up and to stay connected to all things Cinnabon, follow the brand on [Twitter](#) and [Instagram](#) at @Cinnabon, like it on Facebook at www.facebook.com/Cinnabon, follow on Snapchat at TheRealCinnabon, or visit Cinnabon.com.

About Cinnabon®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon is also a multi-channel licensor, partnering with other companies to provide over 80 brand licensed products at foodservice and retail venues. Visit www.Cinnabon.com for more information, follow on Twitter @Cinnabon or become a Facebook fan at www.facebook.com/Cinnabon.

About Lotus Biscoff®

Lotus Bakeries is active worldwide in the indulgent and healthy snacking segment with the Lotus, Lotus Biscoff, Lotus Dinosaurus, Lotus Suzy, Peijnenburg, Snelle Jelle, Annas, Nākd, Trek, BEAR and Urban Fruit brands. Lotus Bakeries, with headquarters in Belgium, is a dynamic, internationally oriented company with production facilities in Belgium, the Netherlands, France and Sweden, and 17 company owned sales organizations in Europe, America and Asia. Lotus Bakeries also works with commercial partners in forty countries worldwide. Lotus Bakeries has approximately 1,450 employees. By maintaining a healthy balance between tradition and innovation, the Lotus brand indulges consumers with a unique range of high-quality, tasty products. With Peijnenburg and Snelle Jelle, the company is a market leader in gingerbread in the Netherlands. Under the Nākd, Trek, BEAR and Urban Fruit brands, Lotus Bakeries offers tasty snacks, manufactured from all-natural, unprocessed ingredients, with no added sugar. In 2016, the Group achieved sales of EUR 507.2 million. The shares of Lotus Bakeries are listed on Euronext Brussels.ed on Euronext Brussels.