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Mondelez India Turns Biscoff Love into a Creator-Driven Celebration

30 March 2026 | News

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Mondelez India hosted a first-of-its-kind, creator-led celebration titled â??Every Way to Biscoffâ??, bringing together home bakers, food creators, influencers and passionate Biscoff lovers for an immersive experience dedicated to Indiaâ??s growing love for the iconic caramelised flavour. The event marked the culmination of a social media-led recipe challenge that invited consumers across the country to reimagine the beloved Biscoff flavour through their most creative dessert creations.

From the hundreds of entries received, 15 standout recipes were selected and their creators invited to showcase their signature desserts at an exclusive celebration in Mumbai. The showcase featured three celebrity hosts - renowned pastry chef Pooja Dhingra, celebrated baker Shivesh Bhatia and culinary creator Saloni Kukreja, who joined the community of creators and dessert enthusiasts to celebrate creativity, flavour and experimentation.

The event brought participant creations to life, allowing guests to experience the ingenuity and versatility behind each dessert. The Hosts, creators and influencers sampled the featured dishes, interacted with participants and discovered the inspiration behind every recipe, making the experience both engaging and community-driven. Through live tastings and creator-led conversations, the event highlighted fresh and unexpected ways to enjoy Biscoff across formats. Whether neat or messy, drizzled, dipped, spooned, layered or baked, the showcase reinforced a simple idea- there isnâ??t just one way to enjoy Biscoff, thereâ??s your way.

Designed as a platform for experimentation and expression, Every Way to Biscoff brought alive the many possibilities of the brand for Indian consumers. From cheesecakes and brownies to pancakes, milkshakes, dessert jars and plated creations, the event showcased how Lotus Biscoff can inspire consumers to explore the flavour in ways that feel personal, playful and indulgent.

â??Indian consumers have shown tremendous love for Lotus Biscoff since its launch, with the iconic caramelised flavour quickly becoming a favourite across cafes, bakeries and home kitchens in India. What makes Biscoff truly special is its versatility - from simple everyday indulgences to imaginative dessert creations,â?• shared Nitin Saini, Vice President - Marketing, Mondelez India. With â??Every Way to Biscoffâ?•, we at Mondelez India wanted to celebrate how creatively consumers are embracing the brand. The response has been incredible, and itâ??s exciting to see the many ways India is making Biscoff its own.â?•

Since its launch in India in November 2025, Lotus Biscoff cookies have built a loyal following across everyday snacking rituals, cafÃ© pairings and premium dessert menus. Building on this momentum, the brand recently expanded its portfolio with the introduction of Lotus Biscoff Spread, offering consumers yet another way to enjoy the same signature caramelised flavour at home. The spread is now easily available on Zepto.