



## Did Valentine's Day Leave You Seeing Red? Did It Have You Feeling Blue? Tell Us Your Tale of Woe, We'll Send Cookies to You!

### Bahlsen salvages disappointing Valentine's Day for its social media fans

(East Hanover, NJ – February 3, 2014) Was your cupid exceptionally stupid this Valentine's Day? If your Valentine's Day was less than sweet, **Bahlsen NA, the largest family-owned cookie producer in the world**, wants to be a shoulder to cry on. Share your story of heart-hyped holiday disappointment with Bahlsen and they'll send you a little blue box that never disappoints – Bahlsen Choco Leibniz cookies.

On Sunday, February 15th, broken-hearted Valentines are invited to post on Bahlsen NA's Facebook page ([facebook.com/bahlsenus](https://facebook.com/bahlsenus)) or tweet to the brand (@BahlsenCookies) with the hashtag #VdayFail to receive a free box of Bahlsen cookies. All of the brand's fans and followers who do so will receive a box of Bahlsen cookies: sweet salvation from their woeful recounts of gas station roses, getting dumped, and other Valentine disappointments.

"Valentine's Day is filled with expectations of romance and expressions of love," said Federico Meade, President, Bahlsen North America. "Knowing that the high expectation often falls short, Bahlsen wanted to provide lonely hearts with a little treat to sweeten their day. Our cookies never disappoint."

Bahlsen chose their Choco Leibniz cookies because they offer two ways to sweeten the day: rich butter cookie on one side, decadent European chocolate on the other. Those in search of a better cookie experience have long turned to Bahlsen for the delectable tastes and fine textures that only come from the best ingredients and 125 years of cookie craftsmanship. Bahlsen cookies are proud to be made with no preservatives, no artificial colors, and Non-GMO ingredients.

To claim their free cookies, those in need of some extra sweetness after a bad Valentine's Day must post their tale on Bahlsen NA's Facebook page ([www.facebook.com/bahlsenus](https://www.facebook.com/bahlsenus)) or tweet it to @BahlsenCookies – with the hashtag #VdayFail – before midnight (ET) on Sunday, February 15, 2015. (Participants can also email the story during that same time period to [S3prizing@gmail.com](mailto:S3prizing@gmail.com).) (U.S. residents 18 and over only. Limit one prize per person. Bahlsen NA reserves the right to verify identity). Posts and tweets may be used for promotional purposes. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Twitter.

For more information about Bahlsen NA, please visit [www.bahlsen.us](http://www.bahlsen.us) and be sure to "like" us on Facebook, [www.facebook.com/bahlsenus](https://www.facebook.com/bahlsenus).

PRESS: For more information about Bahlsen NA, please contact Sarah Yeager at The S3 Agency: 973-257-5533 or [syeager@theS3agency.com](mailto:syeager@theS3agency.com)

#### About Bahlsen North America

For 125 years, generations of the Bahlsen family have made European cookies enjoyed by generations of cookie lovers. Bahlsen's origins lie in the entrepreneurial spirit of its founder, Hermann Bahlsen, who launched his business in 1889 in Hanover, Germany, where his descendants carry on the company today. Proud to be known as the largest family-run cookie producer in the world, the Bahlsens maintain the twin standards that their grandfather established: traditional quality and innovative improvements. Bahlsen North America, headquartered in East Hanover, New Jersey, ensures that the brand continues to develop products that satisfy the North American taste profile. To find out more about Bahlsen North America, visit [www.Bahlsen.us](http://www.Bahlsen.us), become a fan on Facebook at [www.facebook.com/BahlsenUS](https://www.facebook.com/BahlsenUS), and follow on Twitter at @BahlsenCookies.