

OREO and BTS Launch Limited-Edition Korean Sweet Pancake-Flavoured Cookies Globally

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OREO has announced a major global collaboration with K-pop sensation BTS, unveiling a limited-edition cookie inspired by Korean street food culture and designed especially for BTS fans across more than 80 markets worldwide.

The new Limited Edition OREO & BTS Cookies feature a Korean sweet pancake-inspired creme flavour based on hotteok, a popular Korean street snack known for its warm, sweet filling. According to the company, the collaboration combines BTS members' childhood memories of both hotteok and OREO cookies into a globally themed snacking experience.

The partnership marks BTS' first-ever global collaboration with a snacking brand and forms part of OREO's broader strategy to create culturally driven consumer experiences through entertainment and celebrity collaborations.

The special-edition cookies also celebrate BTS' 13th anniversary with 13 unique embossments designed by the band, including member names, a BTS light stick, and hidden collectable messages for fans. The cookie packaging itself draws inspiration from South Korea's vibrant street market culture, reflecting the visual energy and food traditions associated with Korean urban life.

Beyond the product launch, OREO is introducing an interactive fan campaign inviting consumers to participate in what it describes as the world's largest love letter to BTS. Fans can submit digital messages through QR codes featured on the packaging or via the dedicated campaign website.

In a joint statement, BTS said the collaboration was meaningful because OREO had long been part of their lives, from childhood through studio sessions, adding that they were proud to share "a taste of home" with fans globally.

Nitin Saini described the partnership as a defining cultural moment for both brands, noting that the collaboration brings together music, fandom, and self-expression through a globally recognised product experience.

The launch highlights the growing influence of Korean pop culture on global food and consumer trends, as brands increasingly leverage entertainment-driven collaborations to engage younger audiences worldwide.