

Eberhardjes and Dolly Bellefleur launch limited edition 'Liefde NOW', available in all STACH stores in Amsterdam

Amsterdam, July 2026

*From Tuesday the 28th of July, you can find in every STACH store: **Liefde NOW, the 'Dolly Bellefleur limited edition' of the Eberhardjes**. During WorldPride Amsterdam 2026, team Eberhardjes and Dolly Bellefleur are joining forces for the second time. Their mottos 'Take good care of our city and of one another' and 'Let love rule' reinforce and beautifully complement each other. The launch falls, not by chance, in the closing week of [Bellefleurs WorldPride UNITY BINGO](#): these final weeks are shaping up to be an exciting contest as the online bingo game enters its final sprint.*

A kiss with a heart

Anyone who gets their hands on the limited edition will see two fiery-red lips on the front, exactly where the Eberhardjes heart usually sits. But look closely: the familiar heart shines subtly through. The design on the front was originally created for Dolly Bellefleur by gebr.silvestri. On the back, Dolly's motto 'Let love rule' appears in a range of languages, from 'Laat liefde regeren' to 'Que l'amour règne'. This is a reference to Amsterdam's 170 nationalities and to all the colours, stories and identities that find their place among them. Inside the limited edition: sixteen heart-shaped butter-vanilla biscuits, baked to the trusted recipe of Holtkamp Horeca. As with every Eberhardje, the proceeds go to projects that bring the city together.

"At STACH, it's all about beautiful products with an Amsterdam story, and the Eberhardjes are the perfect example of that. Being able to contribute to WorldPride with 'Liefde NOW', and to a city where everyone can be themselves, is exactly the kind of loving story we want to be part of."

Danielle van Kampen, Brand Manager STACH

Will we hit BINGO together?

Since 11 June, [Bellefleurs WorldPride UNITY BINGO](#) has been putting Amsterdam's diversity in the spotlight in a wonderfully creative way. Everyone plays together on one big bingo card. Warm-hearted Amsterdammers, expats and entrepreneurs are colouring the card. If we hit BINGO together, it isn't one single player who wins; it's the whole city of Amsterdam.

"Every contribution stands for someone who visibly chooses positivity and connection. If we hit BINGO, it's a gift from all of Amsterdam to all of Amsterdam. These final weeks are exciting. We hope that businesses, too, will increasingly show themselves on the bingo card. By taking part, they quite literally put themselves on the map; in a most positive way!"

Initiators Ineke Kuiper and Résalieke Vlieger, Stichting Eberhardjes Amsterdam, and Dolly Bellefleur, the alter ego of cabaret artist and lyricist Ruud Douma.

Taking part is already a win

Thanks to everyone taking part, Dolly's boat 'United Colours of Bellefleur' will sail through the canals during the Canal Parade on 1 August to let love rule! A gift for everyone. And if we complete a full bingo card, a big celebration will be held at the end of this year! When we hit bingo, players receive an entry ticket to the party, or they can choose the Dolly Bellefleur limited edition 'Liefde NOW', to be collected at STACH. All participants will receive personal notice about this. That way, love keeps travelling through the city long after 1 August.

You can still play until 31 July at www.eberhardjes.nl/bingo, where you'll also find the rules of the game. Join in and let love rule!

Availability

'Liefde NOW' will be available from 28 July at all STACH stores in Amsterdam, and online at www.eberhardjes.nl while stocks last. More information: www.eberhardjes.nl/dolly

Note to editors

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More about Eberhardjes

The Eberhardje is Amsterdam's own biscuit, a symbol of connection. It is named after Eberhard van der Laan, the former mayor of Amsterdam, who made the call: 'Take good care of our city and of one another.' The proceeds from the Eberhardjes go to projects that bring the city together. For financial donations, Stichting Eberhardjes Amsterdam works with partners including Stichting Mensen Maken Amsterdam. The foundation also gives in kind, for example each year at the Freedom Meals (Vrijheidsmaaltijden) in Amsterdam. Anyone who serves, (re)sells or eats Eberhardjes contributes directly to making Amsterdam more beautiful and more liveable.

More about Dolly Bellefleur

Dolly Bellefleur is the alter ego of cabaret artist and lyricist Ruud Douma. As a figurehead of the rainbow community, Dolly has spent 37 years drawing attention, in her own inimitable way, to human rights in general and the acceptance of the LGBTIQ+ community in particular. In 2012, Dolly was voted 'Roze Lieverdje' (Pink Darling); in 2014 she received the [Andreaspennig \(Andrew Medal\) of the City of Amsterdam from Eberhard van der Laan](#); and in 2020 the Bob Angelo Medal. On Friday 24 April 2026, [Ruud Douma was also appointed Knight in the Order of Orange-Nassau](#). Mayor Halsema said during the ceremony: "He has inspired countless young people to be themselves. Douma's contribution to public debate is steeped in humour, empathy and intelligence."

Follow the Eberhardjes online and on social media:

- Website: www.eberhardjes.nl
- Instagram: www.instagram.com/eberhardjes
- Facebook: www.facebook.com/eberhardjes
- LinkedIn: www.linkedin.com/company/eberhardjes

Follow Dolly Bellefleur online and on social media:

- Website: www.dollybellefleur.nl
- Instagram: www.instagram.com/dolly_bellefleur/
- Facebook: www.facebook.com/DeEchteDollyBellefleur/
- LinkedIn: www.linkedin.com/in/ruud-douma-dolly-bellefleur-98210915/

Other useful links:

- Play the UNITY BINGO and read the rules (until 31 July): www.eberhardjes.nl/bingo
- Eberhardjes imagery: www.eberhardjes.nl/downloads/beeldmateriaal
- Dolly Bellefleur imagery: www.dollybellefleur.nl/fotos/
- Follow our news at www.eberhardjes.nl/nieuws
- Read more about the projects of Stichting Eberhardjes Amsterdam: www.eberhardjes.nl/over-ons/projecten