

PRESS RELEASE
17 September 2018

GODIVA'S CHOCOLATE CARNIVAL PROMISES TO SHAKE-UP THE SENSES

GODIVA's 'Chocolate Carnival' Collection will shake-up the premium chocolate experience next year with product offerings inspired by the tantalizing sights, sounds, and tastes of the world's most vibrant celebrations of life and love.

GODIVA will invite adventurous customers from around the world to join their year-long 'Chocolate Carnival' to celebrate each of life's wonderful moments with edgy and exquisitely crafted Belgian chocolate creations.

The new GODIVA Chocolate Carnival 18-piece limited edition will be unveiled in travel retail at TFWA World Exhibition on stand F33 Yellow Village where buyers will be encouraged to sample its delights.

GODIVA's visionary Chef Chocolatiers have captured the energy and sensations that define the world's most exciting carnivals to drum up daring chocolate recipes that tickle the senses and make the taste buds rejoice.



The Chocolate Carnival Collection contains some of GODIVA's boldest flavour and texture combinations yet, like popping candies nestled in a refined milk chocolate and white chocolate mango ganache flavoured with a hint of chili pepper.

The carnival will extend to selected airport stores as shoppers are invited to 'Shake up their Senses' at a series of mini-fiestas from April through August 2019.

Each month one of the five senses will be the hero of a dedicated activation including a street art event to celebrate sight, a dance event to celebrate touch and a music event to celebrate hearing.

Carnival-style activations in-store will offer shoppers the chance to sample the new flavours by choosing one of three large gold 'Shaker Surprise' cups, shake it up like a set of maracas and win a delicious prize.

Every aspect of the campaign celebrates the exuberance of a carnival, with splashes of vibrant colours and flashes of gold against a white background under the headline 'Shake up you Senses' and signed off with 'Treat Yourself Wonderful'.

Visit stand F33 Yellow Village at TFWA World Exhibition and celebrate with GODIVA's Chocolate Carnival.

End

For further information please contact:

Kate Teagle

Email: kate@appletoncomms.com

Tel: +44 1784 434 666

About GODIVA Chocolatier

GODIVA Chocolatier is the global leader in premium, artisanal chocolate. The company was founded in Brussels in 1926 by Belgian Chocolatier, Pierre Draps. Nearly a century later, every piece of GODIVA chocolate is still bursting with quality, Belgian craftsmanship, and the world's finest ingredients.

GODIVA has distribution in more than 100 countries across the globe. Customers can experience GODIVA at the iconic brand's chocolate boutiques, chocolate cafes, GODIVA.com, and at many fine retailers.

GODIVA is committed to innovative and delicious food and beverage products that exceed consumer expectations and create wonderful moments. From its famous truffles and shell-molded chocolate pieces to its European-style biscuits, individually wrapped chocolates, gourmet coffees, hot cocoa, Chocolate Soft Serve and other indulgences, GODIVA is dedicated to bringing the ultimate chocolate experience to the world.

As a socially responsible business, GODIVA has global practices and programs designed to provide meaningful support to cocoa farmers, safeguard our environment, and empower the communities where we live and work. To learn more about these powerful initiatives, visit GODIVA Cares.

The legend of our namesake, Lady Godiva

When Lady Godiva, wife of Lord Leofric, protested against the taxation of his subjects, she agreed to ride through the streets of Coventry "clad in naught but her long tresses," and, so long as the residents remained in shuttered buildings, their tax burden would be lifted. The

following morning, she made her famous ride and, despite the temptation, the citizens graciously remained indoors. Leofric kept his word and reduced the taxes to the delight of his subjects, ensuring Godiva's legendary status throughout the centuries. Inspired by the values of Lady Godiva – passion, generosity, and pioneering spirit -- GODIVA's legendary name has become a universal symbol of luxury, quality and the most delicious chocolate.