

Godiva gets a taste for growth with new businesses

By **Jas Ryat** on March, 18 2019 | Confectionery & Fine Foods



Godiva's new Chocolate Carnival 18-piece limited edition features "daring" chocolate recipes

Belgian chocolatier Godiva will focus on the key pillars of its growth plan during the Summit of the Americas show in Orlando this month.

Major initiatives for 2019 include the addition of the new Chocolate Domes, the introduction of the luxurious limited-edition Carnival Collection and the expansion of its business into food and beverage

(F&B).

Godiva Chocolate Domes were launched in December 2018 and are available in a travel-exclusive 28-piece gift box.

"The first signs of success are promising as the product gets wider distribution and is promoted in-store with sampling, special offers and high profile promotions," said the firm.

Individually-wrapped for freshness in monogrammed blue foil, the Chocolate Domes are presented in a refined royal blue and chocolate brown gift box with metallic gold accents as a mark of quality.

Starting April 2019, Godiva will invite customers from around the world to join its year-long Chocolate Carnival.

The new Chocolate Carnival 18-piece limited edition was created by Godiva's chocolatiers, who aimed to capture the energy and sensations of the world's most exciting carnivals to create "daring" chocolate recipes.

The Americas region continues to be a priority market for both the domestic and duty free business, according to Channel Marketing Director Leen Baeten.

The company has announced an ambitious growth plan to "5X" its business by 2024, driven by the opening of 2,000 Godiva Cafés around the world. The first location of its new concept opened just before Valentine's Day in New York.

With the opening of the pop-up cafe in Penn Station in Manhattan, Godiva also released a new menu exploring an offer beyond chocolate, including sweet treats, savory bites and its signature croissant waffles Croiffles, grab-and-go items such as cookies, and specialty beverages like the Godiva Mocha.

The next Godiva Café is scheduled to open on Lexington Avenue, New York in April, with more to follow in the coming year, both in city locations and in airports.