

Godiva reshapes self-treat collection with new Chocolate Domes

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New Godiva Chocolate Domes are available in travel-exclusive 28- and 48-piece premium gift boxes

Godiva has added new Chocolate Domes to its self-treat and sharing collection of fine Belgian chocolates.

Inside the crunchy chocolate and nut wafer shell is a velvety smooth, creamy milk chocolate filling with a caramelized hazelnut at its core, creating an intense taste experience.

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.

They are available in travel-exclusive 28- and 48-piece premium gift boxes.

Leen Baeten, Global Travel Retail Marketing Director, said: “The new Godiva Chocolate Domes are instrumental to the strategic expansion of our sharing and self-treat selection in travel retail. In order to achieve its growth plan, the brand is looking to build leadership in new categories. A more versatile product offer will allow us to appeal to a broader audience, gain secondary placements and in return enhance overall brand recognition and enable market share growth.

“As a result of that, we are redesigning our entire self-treat range. A strong identity will gather all products under the same design and strengthen the impact on-shelf – still premium in quality, in keeping with our DNA, yet versatile and accessible in price.”

Godiva is also rolling out G Cubes by Godiva, new cube-shaped chocolate pieces in various flavors and textures with a double-layered ganache filling, which are part of the popular self-treat collection in travel retail.

This new collection replaces the current individual wrapped chocolates and is now available in Asia and the Americas.

Presented in colorful, cube-shaped boxes, G Cubes are available in eight flavors: aromatic White Chocolate Coffee, earthy Milk Chocolate Matcha, luxurious Milk Chocolate Caramel, nutty Milk Chocolate Hazelnut, smooth Milk Chocolate, intense Dark Chocolate, sophisticated Dark Chocolate Vanilla and fruity Dark Chocolate Strawberry.

The launch of the Godiva Chocolate Domes and the roll-out of the Godiva G Cubes presage the revamp in 2019 of the whole self-treat collection.