

Daring Godiva introduces cube-shaped truffles

By **Mary Jane Pittilla** on September, 3 2019 | Confectionery & Fine Foods



Godiva's Cube Truffles boast four layers of flavors and surprising textures

Premium Belgian chocolatier Godiva has unveiled its new cube-shaped truffles which will be unveiled in travel retail at the TFWA World Exhibition (Stand number: Yellow Village F33).

Godiva's Cube Truffles are described as an indulgent, multi-layered taste experience.

Chef Ilse Wilmots explains how she blended this proud heritage with her own passion and creativity in the new collection: "The tradition of crafting exceptional Belgian truffles is in Godiva's DNA. This expertise is the foundation of Cube Truffles, but we have expanded on that by playing with exciting new tastes, shapes and textures."

The truffles boast four layers of flavors and surprising textures. Each of the cube-shaped morsels is filled with dual-layered ganache or praliné filling, encased in a crisp chocolate shell and finished with a dusting of cocoa powder, a sprinkle of chocolate or crunchy nut shavings.

Popular flavors such as intense dark chocolate and smooth milk chocolate complement more contemporary flavors such as fruity cassis and earthy matcha. Each piece is crafted from ingredients such as Marcona almond, Piedmont hazelnut and Madagascan vanilla.

Chef Wilmots drew inspiration from the bite-sized confectionery 'petit four', as well as art and creativity beyond the realms of chocolate and dessert. "My ultimate goal was to satisfy every chocolate lover's desire. Whether you prefer fruit, nut, chocolate, caramel, vanilla or tea, there is a piece in Cube Truffles to tantalise your taste buds," she said.

Packaged in a luxurious gift box bearing truffle illustrations, Cube Truffles is designed to be a gift for special occasions.

The Godiva Cube Truffles Chocolate Gift Box contains 12 pieces chosen from nine delicious flavors.

CUBE NOIR: 72% dark chocolate ganache is combined with an intense 72% dark chocolate mousse and encased in a dark chocolate shell, delicately decorated with dark chocolate flakes.

CUBE AMANDE MARCONA: Almond mousse is paired with almond praliné, balanced by a rich, dark chocolate shell and crispy, dark chocolate splinters.

CUBE LAIT: Milk chocolate ganache and soft milk chocolate mousse are encased in a creamy milk chocolate shell decorated with savory milk chocolate flakes.

CUBE CASSIS: Delicate and fruity, the blackcurrant preserve is balanced by a sweet blackcurrant mousse and a milk chocolate shell decorated with a mix of powdered and crystallized sugar.

CUBE MATCHA: A smooth matcha ganache is associated with a soft matcha mousse, surrounded by a delicate milk chocolate shell, subtly covered in matcha powder to intensify the flavor.

CUBE FRAMBOISE: A raspberry preserve is balanced by a soft raspberry-flavored mousse and a rich, crisp dark chocolate shell topped with raspberry flakes for an intense taste.

CUBE CAMEL SALÉ: Salted dark chocolate caramel is balanced by a smooth caramel and enrobed in a dark and milk chocolate shell, delicately topped with small, crispy milk splinters.

CUBE VANILLE: A creamy dark chocolate vanilla ganache and a soft white chocolate vanilla mousse are surrounded by a rich dark chocolate shell, deliciously rolled in white and dark chocolate flakes.

CUBE NOISETTE DU PIÉMONT: Our signature hazelnut praline is combined with a hazelnut mousse, encased in a creamy milk chocolate shell, beautifully sprinkled with tasty cocoa powder.