



TFWA Asia Pacific Preview

Godiva relaunches Carrés, celebrates Christmas and hops into Chinese New Year with exclusive gift box

Godiva Chocolatier will be highlighting its irresistible seasonal boxes for Christmas and Chinese New Year (2010) at TFWA Asia Pacific this year, along with a new look for the much loved Carré collection (stand H2).

New Godiva Carré Collection. One of Godiva's best known and loved products – the Carrés – has been re-designed with a new premium look and chocolate assortment. Now available in five flavours: white chocolate, milk chocolate, 50% dark chocolate, 72% dark chocolate and 85% dark chocolate, each is enclosed in a customized foil wrapping which lists the percentage of cocoa inside.

The Carrés are available in a variety of presentations: three single flavours of 36 pieces in milk, 50% dark and 72% dark; a Milk and Dark assortment comprising 24 pieces each of milk and 72% dark; and a Complete assortment containing 12 pieces each of all varieties (60 pieces in all). The packaging is in a sophisticated dark brown and gold recloseable window box with each sleeve showcasing the range of chocolate flavours as well as the number of pieces of each assortment.

Says Catherine Willemart, Senior Brand Manager: 'The tailoring of a new packaging for our Carré Collection is designed to boost our gifting segment. The Carrés are now offered in an elegant presentation that has powerful appeal on-shelf. With the range varying from single flavours to assortments, and from White chocolate to Dark 85%, we have ensured that all needs and preferences have been met.'

Perfect for travel retail, shipments will be from August 2010.

Christmas Collection. Godiva presents its dazzling limited edition Christmas collection. The exquisitely designed collection is a feast for the senses featuring shimmering baubles and glittering garlands. Whether looking for something to offer or to share with friends and family, the collection includes a wide range of items which encapsulate the magic of Christmas.



The collection includes three lines with an assortment of limited edition chocolates for added appeal to travellers: Christmas Gift Box, 20 piece chocolate assortment; Christmas Truffle Box, 12 piece Truffle assortment and Christmas Pouch, 22 pieces of Milk Speculoos and Dark Raspberry Carrés.

Within the assortments, limited edition creations are Sujet de Noel Noir, dark chocolate filled with vanilla cream and Sujet de Noel Lait, milk chocolate with a praline brésilienne; plus Truffe Amande Miel, almond praliné with honey in milk chocolate; and Truffe Crème Brulée, caramel chocolate ganache and white chocolate with caramel sauce.

To complete the program, Godiva offers a luxurious merchandising outpost along with premium POS materials, which can be tailor made to individual customer requirements.

Shipment is from October 2010.

Chinese New Year 2011. Exclusive to travel retail, Godiva has produced a rich deep red gift box decorated with a bright pink flower design to celebrate Chinese New Year 2011. The Limited Edition Gift Box offers a selection of 15 chocolates, including four chocolates to celebrate The Year of the Rabbit. The four Lapin Noir are rabbit shaped dark chocolates filled with a delicate mousse of black tea and ginger.

Targeting Chinese travellers during the most important holiday time of the year, the Gift Box will stand out on shelf, whilst at the same time creating the perception of novelty instore. The fact that the box is exclusive to travel retail creates added interest. Shipment is from November 15 2010.

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