

## **MEDIA RELEASE:**

*For immediate release*

December, 2018

## **DECADENT DESSERTS THIS FESTIVE SEASON WITH GODIVA**

In anticipation of the most wonderful time of the year, globally loved Belgian Chocolatier, [GODIVA](#), has released its 2018 Holiday Collection available nationwide in-store and online.

The sumptuous collection has been crafted for chocolate aficionados looking to fully embrace the season's festive spirit, from limited edition individually wrapped chocolates, to advent calendars, and luxurious hampers valued at more than \$1,000.

Opt for a 20-piece [Limited Edition Christmas Chocolate Assortment](#) for Mum, and fill up the kids stockings with a [3-piece Wrapped Assortment Box](#), or the office Secret Santa. With gifts starting from as little as just \$7.50, and up to \$1,000, the possibilities this Christmas are endless with GODIVA.

The lovingly handcrafted, delicious, premium chocolate treats promise to make this the most indulgent holiday yet. Highlights include;



- Grand Place Hamper  
RRP \$1,000  
The luxurious Grand Place Hamper features 15 of GODIVA's best, limited edition bespoke Christmas creations that are sure to please throughout the festive season.



- Christmas Wrapped Assortment  
5 piece | RRP \$11.90  
A luxurious assortment of G cube truffles including dark, milk, hazelnut praline, dark vanilla and milk salted caramel. Invite a little wonder (for the eyes and taste buds) with this whimsical Christmas-themed box.



- Christmas Chocolate Assortment  
20 piece | RRP \$75.00  
This beautifully boxed gift is sure to surprise and delight even the hardest to please – filled with limited edition Christmas creations such as Dark Chocolate Pear Vanilla, Noel Lait Praline and Éclat Feuilletine.



Flavours featured in the Holiday Collection's are reminiscent of sweet treats, beloved by family and friends during the festive season which include:

- Dark Chocolate Pecan Pie
- Milk Chocolate Almond Cookie
- White Chocolate Christmas Mocha
- Dark Pear Vanilla
- Chocolate

Adding another layer of intrigue, the unique chocolates are moulded into contemporary cake shapes, hinting to the tantalising tastes within. Santa, Penguin, and Snowman 'Holiday Sujets' are available in a choice of three flavours:

- Dark chocolate with white chocolate ganache
- Milk chocolate with hazelnut praliné
- White chocolate with orange praliné

Ensuring all gift-giving needs are deliciously met, GODIVA's Holiday gifting selection also features iconic Gold Ballotin boxes, indulgent truffle collections, playful advent calendars, whimsical ornaments, and adorable plush bears.

**- Ends -**

### Notes to editors

'The Holiday' Collection:



- Dark Chocolate Pecan Pie  
*Decadent pecan praliné in a smooth dark chocolate shell*



- Milk Chocolate Almond Cookie  
*Creamy almond praliné in a smooth milk chocolate shell*



- White Chocolate Christmas Mocha  
*Whipped roasted mocha mousse in a smooth white chocolate shell*



- Dark Pear Vanilla  
*Soft pear combined with creamy vanilla mousse in a smooth dark chocolate shell*



- Chocolate  
*Indulgent 72% dark chocolate ganache in a smooth milk chocolate shell*



Hampers:



- Mini Hamper  
RRP: \$150



- Small Hamper  
RRP: \$250



- Medium Hamper  
RRP: \$350



- Large Hamper  
RRP: \$500



- Grand Place Hamper  
RRP: \$1,000

### About GODIVA

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 customer 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.

**Website** - [www.godiva.com.au](http://www.godiva.com.au)

**Facebook** - [/GodivaAustralia](https://www.facebook.com/GodivaAustralia)

**Instagram** - [@GodivaAustralia](https://www.instagram.com/GodivaAustralia)

### **Store information:**

GODIVA Emporium (Flagship Store)

Level 1, Emporium, 287 Lonsdale St, Melbourne, VIC 3000

Opening hours:

- Monday-Wednesday, 10am - 7pm
- Thursday-Friday, 10am - 9pm
- Saturday-Sunday, 10am - 7pm

GODIVA Chadstone

Level 1, 1341 Dandenong Road, Chadstone VIC 3148

Opening hours:

- Monday-Wednesday, 9am - 5:30pm
- Thursday-Saturday, 9am - 9pm
- Sunday, 9am - 7pm

GODIVA Westfield Doncaster

Shop 1099, 619 Doncaster Road, Doncaster VIC 3108

Opening hours:

- Monday-Wednesday, 9am-5:30pm
- Thursday-Friday, 9am-9pm
- Saturday, 9am-6pm
- Sunday, 10am-5pm

### **For media enquiry please contact**

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