GODIVA
Belgium 1926

MEDIA RELEASE:

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BELGIAN DECADENCE ARRIVES AT CHADSTONE WITH GODIVA

Luxury Belgian chocolatier *GODIVA*, will open its doors just in time to welcome the festive season on Wednesday, 12 December, adding a Chadstone location to its growing portfolio of Victorian stores.

To celebrate the opening, fans and chocoholics alike will be treated by GODIVA's little helpers all weekend long sampling favourites including selected truffles and individually wrapped chocolate from its signature collection.

Using the finest ingredients, designed and handcrafted by GODIVA's Master Chef Chocolatier, the Holiday Collection features flavours reminiscent of sweet treats beloved by family and friends throughout the festive season including:

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

In addition to festive inspired pralines, expect individually wrapped chocolate truffles alongside Santa, Penguin, and Christmas Tree shaped *'Holiday Sujets'* - an annual signature range by GODIVA.

Less than a year after the launch of its first Australian store in Emporium Melbourne, GODIVA has served more than 50,000 customers, with fan favourites quickly established as its *Chocolixir, Hot Chocolate, Truffles* and *Soft Ice-Cream*.

GODIVA Australia has three stores in Victoria, in addition to a nationwide eCommerce platform. Expect to see GODIVA expand throughout Australia in 2019.

GODIVA Chadstone promises to make this the most wonderful festive season yet and encourages chocoholics to treat themselves wonderful.

- Ends -

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
Facebook - /GodivaAustralia
Instagram - @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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