



GODIVA Valentine's Day 2019 Cupcake-Inspired Collection

Say It with GODIVA Chocolate this Valentine's Day. GODIVA's Delicious, Cupcake-Inspired Collection is Sure to be Love at First Bite!



NEW YORK, NY (January 10, 2019) - Through masterful chocolate innovation, culinary artistry, and some fun, GODIVA has created an exceptional, limited edition Cupcake-Inspired Collection for Valentine's Day that promises to be love at first bite.

Cupcakes have been around since at least the 19th century and have been helping to make our lives that much sweeter ever since. These mini-cakes, the perfect single-serving of deliciousness, are the inspiration behind GODIVA's new Valentine's Day chocolates.

The Cupcake-Inspired Collection features four beautiful, premium white, milk, or dark chocolate cups brimming with indulgence and designed to invoke the powerful spirit of love in all its forms. Each piece is delicately filled with delicious tiers of salted caramel, smooth ganache, or a flavorful mousse.

The charming collection's decadent flavor combinations include: White Chocolate and Strawberry, Dark Chocolate Ganache, Coffee Ganache with Caramel Swirl, and Dark Chocolate and Matcha Ganache.



A true multi-sensory experience, each piece also contains satisfying textures, like crunchy salted caramel and crumbles, and is finished with a sublime twist of rich filling, for a refined, but playful collection.

GODIVA's team of Chef Chocolatiers have always brought chocolate fantasies to life with iconic Valentine's Day Collections, capturing the very essence of love to embolden every heart to "Say It with GODIVA Chocolate."

"At GODIVA, crafting precious, uplifting tasting experiences for chocolate lovers is at the very heart of who we are," says GODIVA Chef Chocolatier, Jean Apostolou. "Our Cupcake-Inspired Collection for Valentine's Day is made with rich, exquisite fillings carefully folded into adorable chocolate cups and decorated for a wonderful moment of indulgence that will steal your breath away. It is love at first bite!"

Cupcake-Inspired Collection Chocolate Assortment:



White Chocolate and Strawberry

A delicious strawberry ganache topped with a light strawberry mousse swirl in a white chocolate cup decorated with pink strawberry sprinkles.



Dark Chocolate Ganache

An intense 70% chocolate ganache topped with a 70% chocolate swirl in a dark chocolate cup.



Coffee Ganache with Caramel Swirl

Coffee mousse topped with a caramel filling swirl in a milk chocolate cup.



Dark Chocolate and Matcha Ganache

A delectable and elegant 85% ganache topped with matcha mousse swirl in a dark chocolate cup.

The collection's whimsical yet elegant packaging features romantic, hand drawn illustrations of iconic Valentine's Day symbols, like delicate hearts and ornate flowers, to capture the poetic nature of the occasion. The graceful design plays across beautiful, vibrant hues of pink and blue for a charming, but positively modern feel.



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About GODIVA Chocolatier

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 consumer expectations and create wonderful moments. From its famous truffles and shell-moulded chocolate pieces to its European-style biscuits, individually wrapped chocolates, gourmet coffees, hot cocoa, 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.

