



Fall in Love with GODIVA's 2020 Valentine's Day Collection

Newly created pieces capture the fascinating and romantic history of chocolate and feature packaging by Olympia Le Tan



NEW YORK, NY (January 14, 2020) – As long as we can remember, people have been exchanging chocolates on Valentine's Day as a sign of their love. But how did this romantic association between chocolate and love begin? GODIVA, takes a playful turn at exploring the answer to this important question with their limited-edition Valentine's Day collection and seasonally inspired treats, available now on [GODIVA.com](https://www.godiva.com) and in GODIVA Cafés and boutiques around the world.

This special collection, comprised of heart-shaped boxes filled with unique chocolate pieces, romances the history of chocolate, allowing GODIVA's fans to experience a taste of chocolate's beautiful evolution. Inspired by the fascinating and sensorial history of chocolate, from its origins to the present Valentine's Day, each piece incorporates a bit of history and the magical element of love.



Through culinary artistry, masterful chocolate innovation, and passionate creativity, GODIVA Chef Chocolatier, Jean Apostolou, created this limited-edition collection to celebrate how chocolate has solidified its place as the perfect Valentine's Day gift through the ages.

"Chocolate has a fascinating story to tell, from the discovery of cocoa in the Americas, its cultivation in Africa, and its mastery in Europe, where chocolatiers refined and perfected this exquisite gift from nature hundreds of years ago," says Chef Apostolou. "When I first envisioned this selection, I was inspired by these pivotal moments in chocolate's delicious history and set out to create a Valentine's Day collection that captures this beautiful journey."

The collection's charming and elegant packaging was designed by Olympia Le Tan, the contemporary brand known for its creation of original handbags and minaudières, a combination of embroidery and literature designs carried by some of the world's most famous stars. The whimsical, Parisian-inspired packaging of GODIVA's 2020 Valentine's Day Collection features hand drawn illustrations of iconic Valentine Day's symbols, like hearts, roses, doves and love notes, along with less traditional and more fantastical angels. It's a match made in heaven.

Inside the Olympia Le Tan packaging is where consumers will find the four new GODIVA chocolates, each representing important milestones in chocolate's journey.

GODIVA's 2020 Valentine's Day Collection

- **INTENSE GANACHE:** To celebrate the start of chocolate's story with its discovery in the Americas, where it was believed to be a gift from the heavens, Chef Jean crafted a Mexican origin chocolate. It has authentic chocolate notes and a long-lasting taste to begin your romantic culinary journey.
- **CACAO HONEY DELIGHT:** To commemorate the beginning of Europe's love for chocolate, Chef Jean paired cacao with honey, the original sweetener used when chocolate was first served to the Europeans.
- **PRALINÉ DREAM:** The history of chocolate would not be complete without celebrating the first praline ever made: the ultimate combination of hazelnut paste in a chocolate shell. Chef Jean created the very same crunchy hazelnut praliné as it first was, specially made to make you swoon!
- **MODERN LOVE:** To end our love story with chocolate, Chef Jean designed a beautifully shaped piece pairing decadent chocolate and delectable strawberry. This new sumptuous creation will take us to present day, evoking modern love.

Additional GODIVA Valentine's Day gift offerings include classic Gold Ballotin boxes, cherry cordials, fabric hearts, Valentine's Day teddy bar with foil hearts, G-Cube heart tins and more.



The GODIVA Valentine's Day collection is available for purchase nationwide in boutiques, cafés and online at GODIVA.com. Freshly made treats are made daily in GODIVA cafés and boutiques. GODIVA treats can also be found in the chocolate aisle of local grocery and retail stores nationwide. For more information on GODIVA's offerings, please visit GODIVA.com.

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 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, GODIVA 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, Croiffles™, gourmet coffees and teas, 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.

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