



GODIVA INTRODUCES DECADENT NEW G CUBES COLLECTION

Belgian Chocolatier debuts contemporary take on the brand's iconic individually-wrapped truffles



NEW YORK, NY (September 10, 2018) – GODIVA Chocolatier announced the launch of its vibrant G Cubes Collection - a reimagined take on the brand's signature individually-wrapped chocolate truffles.

The G Cubes collection features a daring display of GODIVA's finely tuned chocolate history featuring new flavors, colorful packaging and striking cubed chocolates creating a modern indulgent treat for chocolate lovers on the go. Inspired by the contrast between the soft, sensual qualities of premium chocolate and the angular precision of a cube, GODIVA chefs created ten tantalizing flavors boasting a decadent ganache filling that push the boundaries of contemporary chocolate artistry.

The collection includes a diverse combination of new and signature flavors for every palate:

- **White Chocolate Coffee:** An aromatic milk chocolate & coffee ganache is encased in a sweet white chocolate shell.
- **Milk Chocolate Matcha:** An earthy matcha ganache is encased in a delicious milk chocolate shell.
- **Milk Chocolate Hazelnut:** A nutty hazelnut and milk chocolate ganache is encased in a delicious milk chocolate shell.
- **Milk Chocolate Salted Caramel Ganache:** A divine milk chocolate caramel ganache is encased in a creamy milk chocolate shell.
- **Milk Chocolate:** A delightful milk chocolate ganache is encased in a creamy milk chocolate shell.



- **Dark Chocolate:** An intense dark chocolate shell is encased in a delicious 72% dark chocolate shell.
- **Dark Chocolate Strawberry:** A fruity strawberry ganache is encased in an intense dark chocolate shell.
- **Dark Chocolate Mint:** Dark chocolate truffle with a refreshing mint ganache filling.
- **Dark Chocolate Vanilla:** Dark chocolate truffle with a luscious vanilla white chocolate ganache filling.
- **Milk Chocolate Pumpkin Spice (Limited-edition):** Milk chocolate truffle filled with an aromatic pumpkin spice ganache

The G Cubes collection embodies the brand heritage while also adding innovation with new flavors and cubic, individually-wrapped chocolate pieces, allowing consumers to indulge and savor each bite and live in the moment.

“Our GODIVA Chefs and Chocolatiers wanted to create a sensory experience that was modern and fun, but still followed the traditional Belgian savoir-faire. This collection celebrates how, as chocolatiers, we can help our patrons treat themselves wonderfully every day. Life is a gift, and we want to help chocolate lovers to relish it,” explains GODIVA Executive Chef Chocolatier Chef Thierry Muret.

Perfect as both a self-indulgent treat and gift for loved ones, the G Cubes Collection is now available in U.S. stores and GODIVA.com in boxes of 10 (\$4.95) and 22 pieces (\$11.95). In addition, the Milk Chocolate Matcha flavor is exclusively available in bulk (\$45 per pound) for a little extra sweetness in your day.

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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](https://www.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.

