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GODIVA DEBUTS CAFÉ CONCEPT IN NEW YORK CITY

Premiere Chocolate Brand Launches Café Concept as Part of Larger Global Strategy to Grow the Business Fivefold

NEW YORK, NY (April 18, 2019) – Today, [GODIVA](#), the global leader in premium chocolate, announced the opening of its first cafe in the Americas in the heart of New York City at 560 Lexington Avenue. Offering a new sweet and savory menu, specialty beverages and more, this café concept will be a launching pad for GODIVA to expand into new product categories beyond formal chocolate gifting into every day self-treats. The addition of these offerings and the launch of the café are all part of GODIVA’s larger global strategy in achieving a bold fivefold growth plan in the next six years.

GODIVA’s cafés have seen international success, with locations currently open in Japan, China, Belgium and the Middle East. The overall café concept has shifted with the New York City location featuring a refreshed design and a wide array of innovative new menu items that will shape and be replicated as part of the café expansion over the next few years. By the end of 2019, 10 more cafes are slated to open in New York State and the larger plan is to expand the model to 2,000 locations worldwide, with over 400 planned in the Americas.

Leading the new concept is the menu and what GODIVA has seen as the consumer’s desire for quality and premium treats. Using GODIVA’s Belgian roots and innovative food trends as the inspiration, Executive Chef Chocolatier, Thierry Muret, has created a menu of new and delicious items including the Croiffle™, the signature Chocolixir, a decadent cold blended drink, baked items like Belgian liege waffles and chocolate inspired cookies, sandwiches and salads.

Available exclusively at GODIVA cafes, the Croiffle™ is a buttery croissant pressed in a hot waffle iron. The new menu item is available in six flavors including Three Cheese filled with melted Gruyere, Havarti and Swiss; Bacon, Egg & Gouda; and GODIVA dark or milk chocolate – all for under \$6.00 each. Additionally, the café menu offers decadent cookies inspired by GODIVA’s iconic chocolate pieces, featuring the white raspberry oatmeal cookie as well as the dark chocolate lava cake cookie. Other new menu items will include GODIVA Mocha and GODIVA affogato with soft serve and more.

“This is a very pivotal time for GODIVA as we transition to align with the ever-changing consumer behavior. We have an aggressive growth plan for the next six years which includes expanding our footprint of 2,000 cafes worldwide with a focus on growth in the Americas.” said Annie Young-Scrivner, CEO, GODIVA Chocolatier. “We are very excited, as the opening of the GODIVA café in New



York City is a major milestone for us. We look forward to becoming a part of our consumer's daily life – whether it be breakfast, a midday snack or a sweet afternoon treat and creating a destination that they want to visit in order to treat themselves beyond the usual holiday or special occasion.”

The Lexington Avenue café will officially open on Thursday, April 18th. Daily store operating hours will be 6:00AM – 9:00PM ensuring that customers will be able to enjoy a GODIVA treat throughout the day.

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.

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