



GODIVA CHOCOLATIER

# From Legend to Market Leader

Created in 1926 in Brussels by Pierre Draps, GODIVA CHOCOLATIER has grown into one of the most prestigious chocolate brands globally. CARMEN CHIU Marketing & Merchandising Director, China & Pacific Rim speaks on the brand's growth after 90 years of global success!

**G**ODIVA Chocolatier has a presence in more than 100 countries with distribution in over 600 boutiques, Global Travel Retail, department and specialty stores, and online. A clear success globally, the brand has significant expansion plans in Greater China.

Carmen Chiu, its Marketing and Merchandising Director, China & Pacific Rim is keen to share the brand's goodness in Asia on the occasion of its 90th anniversary.

"As for our Asian mission, we are committed to establishing GODIVA as the world's ultimate chocolate indulgence. We have big plans to expand our number of stores across the region to deliver the full experience to all chocolate lovers. Since our debut in 1997 in Hong Kong, we've launched 19 stores and many more to come."

## Premium Market

"China market has the fastest growth. Since our debut in 2009, Godiva has launched almost 70 stores in 19 cities, including flagship chocolate cafes in Shanghai & Beijing. These outlets are not only a place for people to buy our chocolate, but also a place for customers to sit down and enjoy chocolate pastries, desserts and chocolate beverages made of premium GODIVA chocolate. We will keep strengthening market network and brand awareness," says Chiu.

"All retail stores are owned by



**Carmen Chiu:** "Everything we do is aimed at respecting our Belgian heritage, our commitment to quality and our company values."



GODIVA, and are a very important tool to build brand image, and to ensure customers have a full experience of our service and products, while e-commerce offers fans accessibility to premium chocolate nation wide.”

“We have recently expanded into existing markets like Singapore and Taiwan, some are with new market entry where we see high potential with the right consumer behavior and cultural fit. Things are definitely not slowing down here.”

**Success Secret**

As the leading premium chocolate brand that offers a luxury lifestyle to Chinese chocolate lovers, GODIVA’s vision is to deliver the ultimate chocolate experience worldwide.

“Everything we do is aimed at respecting our Belgian heritage, our commitment to quality and our company values. Inspired by the values of Lady GODIVA – her passion, generosity, and pioneering spirit - GODIVA’s legendary name has become a universal symbol of luxury, quality and the most delicious chocolate.”

GODIVA offers a wide range of chocolate creations and is dedicated to innovation and excellence in the

Belgian tradition, all aimed at creating an exceptional experience for our customers.

Brand consistency is key across the GODIVA product range from enticing gifts that complement any occasion to indulgent treats for oneself.

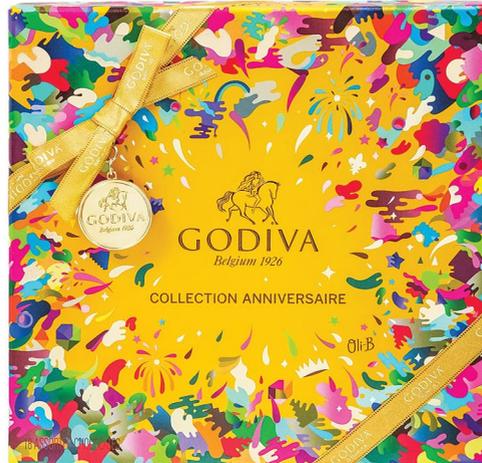
**Staying Ahead**

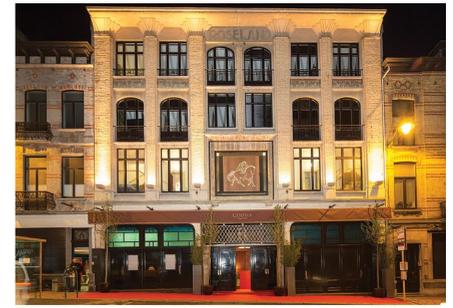
Asked about competition and setbacks, Chiu believes challenge brings opportunity. “To stay ahead as a market leader, we need to be innovative, adaptable, flexible and constantly evolving — yet still true to our brand

heritage and traditional Belgian style. There will always be hurdles, especially due to globalisation, competitors, economic forces, and such. But, as our foundation is fundamental and strong, we are confident that GODIVA will overcome any challenges that come our way.”

“To satisfy consumers’ taste buds, which are growing more demanding and sophisticated, we are constantly evolving our recipes and creating new ideas with our top Global Chef Chocolatier team. We stand uniquely placed because;

- Unrivalled Quality: GODIVA makes every effort to deliver the best quality





“The main challenge is to create chocolates that can respond to most expectations of the different markets, while retaining our true quality, Belgian chocolate heritage.”

chocolate - from continuing its Belgium heritage, to using only the best ingredients, offering premium shopping experiences and quality service.

- Innovation: GODIVA launches new products and new packages, both on an international and localised level. You are bound to find something new at GODIVA any time of the year.
- Global team of Chefs Chocolatier: By appointing chefs of different study backgrounds and work experiences, combining a regional culinary knowledge, as well as of the same strength and expertise to build the brand to chocolate enthusiasts around the world, GODIVA’s team of global Chefs Chocolatier team creates extraordinary Belgian chocolates that

are available in more than 100 countries.

- Passion: Ultimately, what makes us a winning brand is that everyone that work for GODIVA possesses a very strong passion in what we do every day. That passion and love is evident from the minute you bite into one of our chocolates in one of the 100 countries we are present.”

### 90 Years Young

Official Chocolatier of Belgian Royal Courts, GODIVA Chocolatier stepped into its 90th Anniversary in 2016. To celebrate this momentous occasion, GODIVA exclusively invited 20 selected media from Greater China out of a total 64 journalist from all the different regions to visit their home in Brussels.

The meeting was a delicious multi-sensory experience, breathtakingly bringing to life the rich history and craftsmanship, featuring GODIVA’s bold collections from past to present; presenting the sweetly nostalgic and cutting edge chocolate designs to astound guests from all over the globe.

On day 1 to kick-start the tour, guests delved into the brand’s rich heritage on the first day with visits to GODIVA’s most iconic stores, at Grand Place and Sablon. They were then taken to visit only one of two Chocolate and Cocoa museums in Belgium, owned by Mrs. Peggy Draps, granddaughter of GODIVA founder, Pierre Draps.

The following day started off with an exclusive GODIVA Factory visit. The 20 Media from Greater China were invited to learn about the chocolate

“At Godiva, we introduce special packaging for limited edition ranges of chocolates that are designed to help our customers to celebrate these festivals and make them a special occasion.”

# 90 YEARS YOUNG & GROWING STRONGER!

Created in 1926 in Brussels by Pierre Draps, Godiva Chocolatier has become one of the most prestigious chocolate brands in the world. The recipes of our founder and our unique chocolate making process remain the secrets of Godiva quality, leading to Godiva's appointment as official supplier to the Royal Court of Belgium. Since its introduction to America in 1966, Godiva Chocolatier continues to be the leader in the premium confectionery category.

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## The Story of Success

TIME LINE	MILESTONES
1926	Chocolatier Pierre Draps introduces GODIVA Chocolate to Belgium.
1937	The young Draps children took over the family business after their parents passed away.
1939	<b>Autumn</b> (Signature Blanc Café) was created by Chocolate Master Pierre Draps, this signature piece was created to commemorate the 1939 premiere of the movie "Gone With the Wind" in Belgium. This chocolate piece was inspired by the feather on the hat of heroine Scarlett. Until now, the finishing process is still handmade.
1945	The year in which Godiva opened its first store in Brussels, 'the heart of Belgium'.
1966	GODIVA Chocolatier opens its first boutique in North America in New York.
1968	The Royal Court of Belgium appointed GODIVA as its official chocolatier.
1972	GODIVA Chocolatier begins selling products in Japan.
1997	GODIVA Chocolatier opens first boutique in Hong Kong.
2009	GODIVA Chocolatier opens first boutique in Shanghai, China.
2016	The renowned chocolatier celebrates its 90th Anniversary with Belgium artist Oli-B.



making process, all the way from preparing raw ingredients, the design process, and the craftsmanship of each piece of chocolate. The media was blown away by the immaculate dedication to the art.

After the tour of the factory, Chef Chocolatiers invited the media to a Special Chocolate Making session at the Atelier. Using a variety of ingredients, the 20 guests were guided to create their own masterpieces. At the end of the session, the Chef arranged the 18 pieces together, allowing the media to discover a fascinating surprise, the unveiling of the brand new packaging for the 90th Anniversary Collection, designed by Oli-B, a Belgian artist. The guests signed their names on the special centre piece, creating a unique memorabilia.

GODIVA's CEO, Mohamed Elsarky noted, "GODIVA have been creating beautiful chocolates for the past 90 years, with an emphasis on its craftsmanship. This is an important milestone for us and the Draps family, we hope to carry this tradition for generations to come, bringing GODIVA's skills and innovation to chocolate lovers worldwide." ■



For additional information please visit [www.godiva.com.hk](http://www.godiva.com.hk)