


# So What is Godiva About?



A cartoon illustration of a character with a large, open mouth showing teeth, and a speech bubble containing text. The character has yellow eyes with red markings and is wearing a blue shirt. The background is dark blue with a grid pattern.

Delivering  
quality chocolate  
with bold, rich  
flavor with an  
iconic style

# Why Godiva?

- John Draps, a master chocolatier.
- Created new line of Belgian chocolates.
- Draps needed a name that:
  - Embodied timeless values.
  - Balanced with modern boldness.
- Just like the story of Lady Godiva.
- The choice was clear.



# Preview

- History of Godiva.
- Benefits of eating chocolate.
- Various chocolates Godiva offers
- Great gift ideas



# History

- Company was originally called **Chocolaterie Draps.**
  - Business operated in the Drap's home.
- 1926, name changed to Godiva.
- 1966, contact made with American Company.
- 1972, First store opened in U.S..
- 450 stores now open worldwide.

# Benefits of eating chocolate.

- A Healthier Heart
- Diabetes Prevention
- Reduced Stress
- Higher Intelligence





# Various Chocolates

## Godiva Offers



Dipped  
Strawberries  
Flavors include:  
Dark and milk  
chocolate.

- Each strawberry is specially selected.
- Hand dipped.
- Starting at \$42 for a 6 piece.

# Various Chocolates Godiva Offers.



## Truffles

Flavors  
include:

- Dark chocolate, vanilla, lava cake, Aztec Spice
- Starts at \$10 for a 4 piece



# Great Gift Ideas

## Signature Gift Basket



Perfect for:

- Mother's Day
- Birthdays
- Holidays
- Special Occasions

Includes:

- Gold Ballotin,
- Wrapped Milk Chocolate Caramels/Truffles
- Signature Chocolate Truffles Gift Box

Starts at \$60

# Sweet Surprise Gift Tower – Gift Ideas



Customize Your  
Ribbon:

*Best for any occasion!*

Includes:

- Classic Gold
- Blue Stripe
- Spring
- “Thank You”

Includes:

- Nut and Caramel Gift Box
- Milk Chocolate Gift Box
- Gold Ballotin
- Signature Chocolate Truffles Gift Box

Starts at \$85

# Review

- 1926, Company name changed to Godiva.
- Various benefits of eating chocolate.
- Variety of chocolate Godiva is selling.
- Gift baskets/towers that make perfect gifts.





# Where to buy and Godiva Contact Information



## Godiva Chocolatier

13350 Dallas Pkwy  
Dallas, TX 75240  
Hulen Mall  
North Park Mall

## Contact:

James A. Goldman (CEO)  
(800) 946-3482

## Barnes and Noble

If you're an bold person looking for  
chocolate with extraordinary  
richness, premium quality, and  
iconic style Godiva chocolate is right  
for you!

