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## Godiva Chocolatier Launches New Line of Specialty Coffee

Godiva's new line of specialty coffee transforms home brewing into an everyday indulgence.

Godiva developed its specialty coffee blends with the help of Flowdesign, Inc., of Northville, Michigan. "We brought a sense of natural flavor to each truffle-inspired specialty coffee blend by featuring an ingredient-filled spoon placed across the rim of each coffee cup photo," said Dan Matauch principal of Flowdesign. The breakfast blend line is not flavored, so its photo depicts coffee pouring into a cup with a macaroon garnish. In formulating the package design, it was determined that key brand elements be positioned the same on each bag, but that the background colors be reflective of the different flavors. The familiar Godiva swirls embedded in each background colors pick up the metallic sheen from the metalized film. A simple box was developed above the Godiva logo to make it easy for consumers to know if the coffee was ground or whole bean.



Available in both flavored and regular varieties, Godiva Coffee combines high-quality medium roast beans with the world-famous flavors of Godiva's signature truffles to create a delicious coffee that can be brewed at home. Godiva Coffee is available nationally in grocery stores and comes in seven varieties.

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