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Godiva 2010 Seasonal Offerings

Flowdesign helped develop the Godiva Coffee seasonal line extensions for the 2010 holiday season.



"We developed two seasonal flavored coffees, Pumpkin Spice and Peppermint Mocha, as well as two premium gift packages," said Dan Matauch principal of Flowdesign. The seasonal flavors are consistent with the look of the current Godiva Coffee flavors, except that metallic snowflakes appear on the Peppermint Mocha and falling leaves appear on the Pumpkin Spice. The brown gift box entitled "Signature Flavors" consists of the six core brand flavors in a 1.75oz bag. The red gift box entitled "Seasonal Favorites" consists of two new seasonal flavors and the chocolate truffle in 1.75oz bags.

Godiva Coffee is available nationally in grocery stores.

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