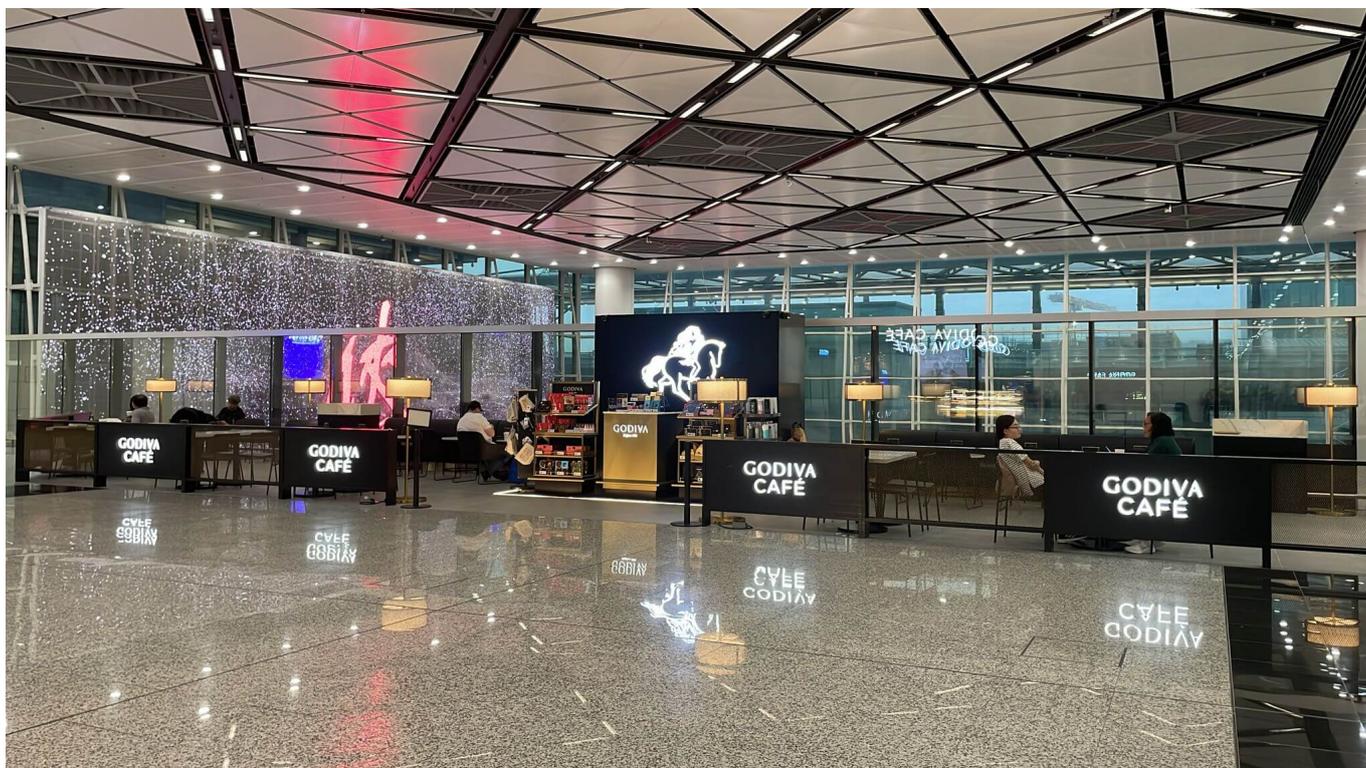


First Godiva Café in Asia travel retail launches at Hong Kong International



The first Godiva Café in Asia travel retail has opened in Hong Kong, in partnership with Lagardère Travel Retail, offering croiffles, treats, drinks and gifts

Lagardère Travel Retail, in partnership with Godiva, has unveiled the first Godiva Café in Asia travel retail, located in the departure hall of Hong Kong International Airport.

Godiva Café offers a premium experience, providing travelers with splendid delights any time they visit, surpassing just special occasions. The café features a robust menu that includes hand-crafted beverages, Belgian-inspired sandwiches, and waffles, with the unique croiffle - a buttery croissant pressed in a waffle iron, resulting in a crispy crust and a soft, chewy center. The croiffle is available in four flavors: Three Cheese with melted Gruyere, Turkey & Cheese, and either Godiva dark or milk chocolate, the croiffle is one of the signature items of Godiva Cafés.



Godiva Café also offers a selection of Godiva retail products, perfect for gifting

Godiva Café places great emphasis on Belgian Craftsmanship, using centuries-old recipes and the expertise of passionate chocolatiers from Godiva. Beyond food and beverages, the café also offers a vast selection of signature Godiva chocolate retail products, perfect for travelers looking to purchase a heartfelt gift.

Angela Chan, Vice President of Operations, Hong Kong, commented: “Lagardère Travel Retail is proud to partner with Godiva, the global leader in premium chocolate, to launch the first ever Godiva Café in Travel Retail business in Asia. Lagardère Travel Retail aspires to weave bespoke experiences into every traveler's journey. We are excited to co-create new baked treats with Godiva exclusively for the cafe at Hong Kong International Airport. These tasty new treats, together with the signature soft serve and chocolate shakes, are set to add a sweet touch to traveler's journey.”

Operating daily from 7:00am to 12:00am, Godiva Café at Hong Kong International Airport ensures a chocolate-enriched experience for every traveler.