Godiva Chocolatier

Godiva Chocolatier is a manufacturer of premium chocolates and related products. Founded 83 years ago in Brussels, Belgium by a master chocolatier, Godiva was named in honor of the legend of Lady Godiva. Their first expansion was opened in Paris, in 1958. Godiva made its debut in the United States in 1966, at Wanamaker’s department store in Philadelphia. Their first North American boutique opened in 1972, on New York’s Fifth Avenue. Today, Godiva and is sold in over 450 boutiques and shops throughout more than 80 countries worldwide and is available via over 10,000 specialty retailers.

Godiva considers themselves to be the leader in the premium confectionary category and uses elegant packaging to emphasize the quality feel and richness of their branded product.

Their chocolates contain high quality ingredients like premium cocoa beans and dairy
butter, are usually less sweet and feature unusual textures and natural flavors. Consequently, their taste differs greatly from less expensive chocolates, which tend to use artificial flavors.

Godiva offers a wide variety of products on their website. The primary product categories are:

- Truffles
- Assorted Chocolates
- Gift Baskets & Towers
- Biscuits, Coffee & Cocoa
- G Collection
- Party Favors
- Spring Gifts
- Birthday Gifts
- Thank You Collection
- Dark Chocolate Gifts
- Chocoiste
- Chocolate of the Month
- Chocolate-Covered Pretzels

The company offers direct sales through six seasonal mail-order catalogs each year in North America, toll-free phone, and Internet orders. A large part of their business is corporate gifts, and it is a prominent link on their homepage. By 2007, they had annual sales of approximately $500 million. In March of 2008, they were sold to Turkish company Yıldız Holding S.A. for $850 million.

Godiva.com’s primary goal is to sell product. The site uses heavy branding in their imagery and writing to convey the high-end quality and luxury they want to portray. It is easy to navigate their site to learn more about their product and to purchase a wide variety of Belgian chocolate gifts.
Dancing Deer started as a small Boston bakery, hoping to tap into the market for quality baked goods in coffee houses. The company’s namesake was the antique shop in Bar Harbor, Maine run by one of the founder’s grandmother. Dancing Deer Bakery was founded in 1994, with a simple yet unconventional business philosophy: If bakers love what they do, it shows in the food. A decade later, that guiding principle has helped propel the award-winning, natural, kosher, home-baked goods outfit into a fast-growing business that’s consistent to its core values (all-natural ingredients, philanthropy, environmentalism, and employee development) and highly profitable – their current sales exceeds $37 million per year.

Their products are known for quality, innovation, tastes, artful but simple packaging, and pure, high quality ingredients. Their philosophy is that the packaging should be as artful, honest and as good as the food.

Dancing Deer Baking Co. offers a wide variety of baked goods products on their website. The primary product categories are:
• Brownies
• Cakes
• Cookies
• Medleys
• Monthly Munchies
• Sweet Home
• Towers

In 2001, the bakery launched the Sweet Home Project, where they donate 35% of the proceeds from its Sweet Home line of cakes to help homeless families find jobs and housing.

Dancing Deer transitioned from the small café accounts they started with to the high-end wholesale market to focus on packaged cakes and cookies and on creating a brand. Today, Dancing Deer is sold in hundreds of premier gourmet and specialty retailers across the country such as Whole Foods (WFMI), Wild Oats (OATS), and Dean & Deluca. They also created a custom gingerbread mix that can be found exclusively at Williams Sonoma. The company offers direct sales through an 800 number mail-order service, and their website. The bakery also offers a corporate-gift giving program. Its blue-chip clients include Goldman Sachs (GS) and Fidelity Investments. They have continued to maintain an annual growth rate of 20 – 30%.

Overall, their site is friendly and easy to use – it has a very similar layout to brownies.com. Their use of organic, non-structured images reinforce their brand, but make the site look busy and a little harder to absorb the content.