



Point to Ponder Godiva Chocolatier

Note-It might be nice to have a box of Godiva chocolates available for a tasting following this this reading.

Godiva is a brand of Belgian chocolates founded in 1926 in Brussels by the Draps family who opened their first shop in honor of the legend of Lady Godiva.

Who was Lady Godiva?

Lady Godiva was an 11th century English noblewoman and the wife of Earl Leofric of Mercia. The Earl's taxes were very high, and people in Coventry was very upset about it. Lady Godiva begged her husband to lower the taxes many times, but he never agreed to. Finally, the Earl told Lady Godiva that if she rode through the streets completely naked, he would lower the taxes. Lady Godiva sent a message through town that told everyone to close their shutters and stay indoors. Then, determined to help the public, Godiva stripped off her clothes, climbed on her horse and galloped through the market square with only her long flowing hair to cover herself. The Earl gave in and lowered the taxes of the town. However, a tailor named Tom drilled a hole through his shutters, and caught a glimpse of Lady Godiva. He was struck blind, some think from heaven, this is where the phrase "Peeping Tom" comes from. There were many celebrations to remember Lady Godiva's courage.



Lady Godiva by John Collier 1897

The Draps family was inspired by the values associated with Lady Godiva such as boldness, generosity and a pioneering spirit and uses these principles to represent their business.

Today Godiva owns and operates more than 600 shops in the United States, Canada, Europe, and Asia and is available in over 10,000 specialty retail shops.