



June 10, 2011

Nestlé employees create a world-first for Kit Kat

A new addition to the Kit Kat range, a world first, has just been launched - and the idea came from the factory floor.

A group of employees from the Nestlé factory in Campbellfield in Melbourne – the site that produces the majority of chocolate for the company – created the new Kit Kat Chunky3 that's been almost two years in the making.

Nestlé Australia's Head of Confectionery, Mr Andrew McIver, said other markets around the world had expressed an interest in the home-grown Kit Kat Chunky3.

“This is a really innovative step in terms of the next big thing for Kit Kat and shows that great ideas can come from anyone in the company,” he said.

“Kit Kat Chunky3 follows on from another home grown idea - the Kit Kat block - which was developed by employees from the same factory.”

The innovative technology that produces Kit Kat Chunky3 allows for three different taste sensations in one bar. Kit Kat Chunky3 features the brand's signature crisp wafer topped with three breakable chunks containing the delicious textures of fudge, crisp and sauce.

As part of Nestlé's global \$117 million Cocoa Plan, the Kit Kat Chunky3 bars will be manufactured using Utz Certified sustainable cocoa. The Nestlé Cocoa Plan's vision is to create a sustainable supply chain for the cocoa industry as well as improving the lives of cocoa farmers and their communities.

Kit Kat Chunky3's launch will be supported by an extensive TV, digital and outdoor advertising campaign which starts on Sunday, June 12.

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