



A new chocolate that delivers natural sweetness and subtle acidity
made entirely from cacao fruit, using cacao beans and pulp

"KITKAT Chocolatory Cacao Fruit Chocolate"

Autumn 2019 sales launch at "KITKAT Chocolatory" stores and by mail-order

~ New attempt of adding white "cacao pulp" as a substitute for refined sugar ~

Nestlé Japan (Headquarters: Kobe City, Hyogo Prefecture; Representative Director, President and CEO: Kohzoh Takaoka) is launching sales of "Cacao Fruit Chocolate," a new chocolate confectionary that delivers natural sweetness and subtle acidity made entirely from cacao fruit, using cacao beans and white pulp. "Cacao Fruit Chocolate" is being introduced as a Japan KITKAT product and will be available from autumn 2019 at KITKAT Chocolatory stores and by online mail-order.



CACAO FRUIT
CHOCOLATE



KITKAT Chocolatory is a specialist store offering premium KITKAT made from very particular ingredients and methods, under the complete supervision of Yasumasa Takagi, the chef owner of LE PATISSIER TAKAGI. This high-quality chocolate has an excellent reputation for being perfect as a gift for those you cherish, including your family, friends or colleagues, or as a treat for yourself.

Following the January 2018 sales launch of "Ruby Chocolate" under the KITKAT brand name, the first cacao-derived pink-colored confectionary to be sold internationally, and the January 2019 sales launch of "Volcanic Chocolate," a confectionary made from a rare type of cacao cultivated on volcanic islands, "Cacao Fruit Chocolate" will initially be made available as a Japan KITKAT product.

"Cacao fruit chocolate" is characterized by natural sweetness and acidity achieved by using cocoa beans and the white pulp "cacao pulp" covering the periphery. After launch in Japan in the fall of 2019, Nestlé plans to expand in countries around the world after 2020. According to Chef Takagi, the Japanese patissier behind KITKAT's innovative limited-edition releases, "It is an innovation that focuses on the fact that cacao is originally a fruit and provides the full taste of cacao". In addition, the sweets set using "cacao fruit juice" will be sold exclusively in the café space of KITKAT Chocolatory Ginza store, in order to fully enjoy the charm.

Cacao pulp is usually partially used as sugar when fermenting cacao beans. In addition, it is used as an ingredient for drinks and smoothies because it is a simple and sweet fruit with none of the flavor peculiarities found in lychee or passion fruit. This time, Nestlé is applying patent for the viscosity adjustment and control of chocolate in the process of drying and pulverizing cacao pulp and adding it to chocolate instead of sugar, which was realized to propose a new way of enjoying cacao.

■Product Overview

Product Name	Number of units	Price (excluding tax)	Sale Location	Launch Date	Product Type
KITKAT Chocolatory Cacao Fruit Chocolate	1 bar	¥400	<ul style="list-style-type: none"> • 8 regular KITKAT Chocolatory shops (3 in Tokyo, 3 in Osaka, 1 in Kawasaki, 1 in Hiroshima) • KITKAT Chocolatory Internet Sites (Nestlé Online Shop etc) • KITKAT Gift Shop(Rinku Premium Outlets mall) 	Fall, 2019	Chocolate
Cacao Fruit Juice with Lime Granita	1 cup of juice + 1 granita	¥750	<ul style="list-style-type: none"> • KITKAT Chocolatory Ginza store 	July 18, 2019	-

<Features>

Sweets with 100% fruity cacao pulp juice and fresh lime granita. At first, drink juice as it is and enjoy of flesh directly. Next, eat granita and experience a collaboration between pulp and lime. Finally, add juice to a cup of granita, squeeze fresh lime, and enjoy a refreshing taste.



Cacao Pulp

Reference material

■KITKAT

A chocolate brand launched in the U.K. in 1935, which is now sold in more than 100 countries around the world. In Japan, KITKAT products have been long been sold under the slogan “I know my wish will come true (kit)”, making them popular as a communication tool for expressing support and gratitude and other messages to loved ones and so on, especially to students sitting entrance exams during exam season, but also people who are working hard to achieve other kinds of goals throughout the year. The release of a wide range of flavors including Matcha, Japanese Sake flavor, and the “KITKAT Chocolatory” series produced under the supervision of a popular patissier, has made Japanese KITKATs highly popular both in Japan and abroad.

■About KITKAT Chocolatory

KITKAT Chocolatory represents the world’s first KITKAT specialty store. It has been involved in the development of new KITKAT products since 2003 under the complete management and supervision of Yasumasa Takagi, owner and head chef of Le Patissier Takagi, who has helped to make KITKAT even more appealing through the development of several new innovative KITKAT products. The name “chocolatory” represents a combination of the terms chocolatier and chocolate factory. KITKAT Chocolatory aims to be a shop where customers from many different age groups can interact and experience new fun and breaks by indulging in the attention to quality and detail of chocolatiers and the excitement of a chocolate factory.

<http://nestle.jp/brand/kit/chocolatory/>

■Profile of Yasumasa Takagi

Born in 1966. During four years in Europe, Takagi served as the Decoracion Chef at Otherwise after undergoing training at famous restaurants such as Anficless (2 stars), Mauduit, and Vergne. Later he became the first Japanese Chef Pattiserie at JC Glupow. In 1992 at the age of 26, Takagi became the youngest Japanese chef to win the Gastronomical Pageant, Europe’s most revered cooking contests. Today, Takagi is the owner and head chef of Le Patissier Takagi, which operates three shops in Tokyo, with its flagship store in Fukazawa, Setagaya Ward.

