



January 18, 2018

Nestlé Japan Ltd.

A New Type of Chocolate is Born,  
Adding worldwide premiere “Ruby” to Bitter, Milk, and White Chocolate.  
**Brought to Market for the First Time in the World  
by Japanese KITKAT for Exclusively Available at  
KITKAT Chocolatory Starting Friday January 19.**

- Naturally Pink Chocolate, a Perfect Match for This Year’s New Valentine Trend –  
Website: [http://p.nestle.jp/kitkat\\_ruby/](http://p.nestle.jp/kitkat_ruby/)

Nestlé Japan Ltd. (headquarters: Kobe City, Hyogo Prefecture; Representative Director, President and CEO: Kohzoh Takaoka) is the first in the world to commercialize the naturally pink “Ruby” variety of chocolate, which will be distributed exclusively at KITKAT specialty store “KITKAT Chocolatory”(offline/online) operated in Japan and Korea starting on Friday, January 19. The Ruby chocolate used in this product, which will be offered as a Valentine’s Day gift, was developed by the Swiss chocolate maker Barry Callebaut as a new variety in addition to bitter, milk, and white chocolates.



“Made-In-Japan KITKAT,” the Japanese version of the KITKAT chocolate brand loved in over 100 countries throughout the world, is gaining popularity the world over for its wide variety of luxurious flavors, and for its uniqueness and innovation as a product in the Asian market associated with making a wish. Nestlé Japan is the first in the world to commercialize the naturally pink “Ruby” variety of chocolate by Japanese KITKAT, in the form of a new Valentine’s Day gift item that brings with it a sense of discovery and excitement, for exclusive distribution at KITKAT specialty store “KITKAT Chocolatory” (offline/online) operated in Japan and Korea starting on Friday, January 19.

The Ruby chocolate variety was successfully developed in more than 10 years by the Swiss chocolate maker Barry Callebaut to add to the three traditional varieties of bitter, milk, and white chocolates that have pleased consumers throughout the world for their enchanting sweetness and subtle bitterness. Ruby chocolate has been attracting strong interest from chocolate connoisseurs throughout the world since its announcement in September of last year.

Sublime Ruby, the new product being launched at this time, is characterized by its attractive natural pink color achieved without using any additives and a fruity flavor reminiscent of berries. Sublime Ruby is a masterwork created through the craftsmanship of top pâtissier Yasumasa Takagi to bring the newly developed Ruby cacao to life in KITKAT. This limited edition product will be available for purchase in the seven permanent “KITKAT Chocolatory” stores as well as online, and at approximately 80 seasonal pop-up stores throughout Japan that will be operated in preparation for Valentine’s Day.

KITKAT Chocolatory is a specialty store selling premium KITKAT chocolates created with meticulous attention paid to ingredients and preparation methods under the direction of Yasumasa Takagi, owner-chef of Le Pâtissier Takagi. These luxury chocolates are highly sought after in Japan and Korea as the perfect gift for that special someone, such as a family member, friend, or coworker, or as a special reward for yourself.

■ Comment:

Antoine de Saint-Affrique, CEO of Barry Callebaut

I am very pleased that our innovative breakthrough Ruby chocolate has come to life so quickly through our partnership with Nestle and the pioneering KITKAT Brand in Japan. Nestle was very quick in spotting the trend and in introducing a Ruby chocolate version of KITKAT, which will entice consumers across Asia and beyond.

Chef Yasumasa Takagi

I am extremely honored to be part of this landmark moment in the history of chocolate, with which I have worked intimately for over thirty years. I have created an especially simple KITKAT that allows you to enjoy the characteristic fruity fragrance and subtle acidity of Ruby cacao to the fullest. Enjoy wonderful flavors that have never been experienced before.

■Product summary:

Product Name	Number of units	Price (excluding tax)	Sales period	Sale Location	Limited quantity
KITKAT Chocolatory Sublime Ruby	1	¥400	January 19 to 25, 2018	KITKAT Chocolatory stores and by mail order (Nestlé /LOHACO)	5,000
KITKAT Chocolatory Sublime Valentine's Assort	5 7	¥1,800 ¥2,400	From February 1, 2018	KITKAT Chocolatory stores and by mail order (Nestlé /LOHACO/amazon//Rakuten) + 80 pop-up stores throughout Japan.	-

※ Also scheduled for sale at KITKAT Chocolatory stores in Korea

Features:

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Sublime Valentine's Assort Content details:

5 piece: Contains an assortment with two Sublime Ruby and one each of Sublime Bitter, Milk, and White.

7 piece: Contains an assortment with two Sublime Ruby and one each of Sublime Bitter, Milk, White, Matcha and Raw.



## Reference

### Barry Callebaut

Barry Callebaut, with headquarters in Zurich, Switzerland, is one of the top makers of high quality cacao and chocolate products in the world. The company boasts approximately 10,000 employees in over 30 countries, over 50 production locations, and annual sales of 6.8 billion Swiss francs (6.3B EUR/6.9B USD). Barry Callebaut supplies food products as a B-to-B company throughout the food industry, including everything from global and local food companies to specialist commercial operations including chocolatiers, pâtissiers, bakers, hotels, restaurants, and catering companies.

### 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.

### 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/>

### Yasumasa Takagi

Born in 1966, Takagi had spent four years in Europe. After undergoing training at famous restaurants such as Anficless (2 stars), Mauduit, and Vergne, Takagi served as the Decoracion Chef at Overwise. Later he became the first Japanese Chef Patisserie 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 four shops in Tokyo, with its flagship store in Fukazawa, Setagaya Ward. He is a certified instructor of Federation of Japan Confectionery Associations and serves as a Director of the Tokyo Confectionery Associations.

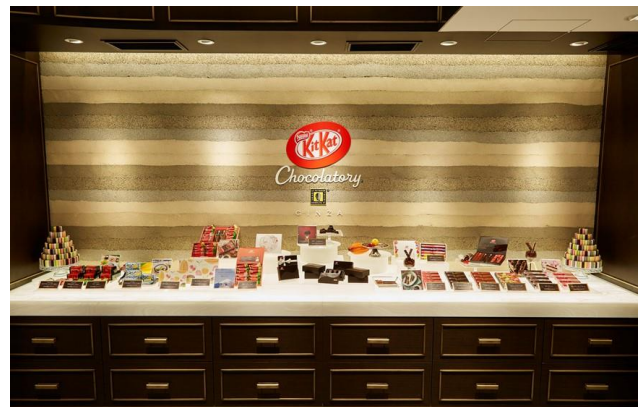


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