



A new way to make use of the cacao fruit!

“KITKAT Chocolatory Cacao Fruit Chocolate”

made using dried, powdered white cacao pulp as a substitute for sugar

To be launched on Friday, November 29, 2019

Successfully turned into a product for the first time in the world

as a Japanese KITKAT

Nestlé Japan (Headquarters: Kobe City, Hyogo Prefecture; Representative Director, President and CEO: Kohzoh Takaoka) is launching sales of "Cacao Fruit Chocolate," the world's first chocolate confectionary that uses dried, powdered white cacao pulp as a substitute for sugar. "Cacao Fruit Chocolate" is being introduced as a Japanese KITKAT product and will be available from Friday, November 29, 2019, at KITKAT Chocolatory stores and by online mail-order.



KITKAT Chocolatory is a specialist store offering premium KITKAT made using very specific ingredients and methods, under the complete supervision of Yasumasa Takagi, the chef owner of LE PATISSIER TAKAGI. The products sold at KITKAT Chocolatory stores have been popular among customers for their meticulous attention paid to detail and luxuriousness, making them perfect as gifts for friends, family and colleagues, as well as a reward for yourself.

This “cacao fruit chocolate” turned into a product for the first time in the world by Japan KITKAT is made using a new production method developed by Nestlé. Using the dried, powdered white cacao pulp that surrounds cacao beans as a substitute for sugar allows enjoyment of the whole cacao fruit, offering an unprecedented gustatory experience.

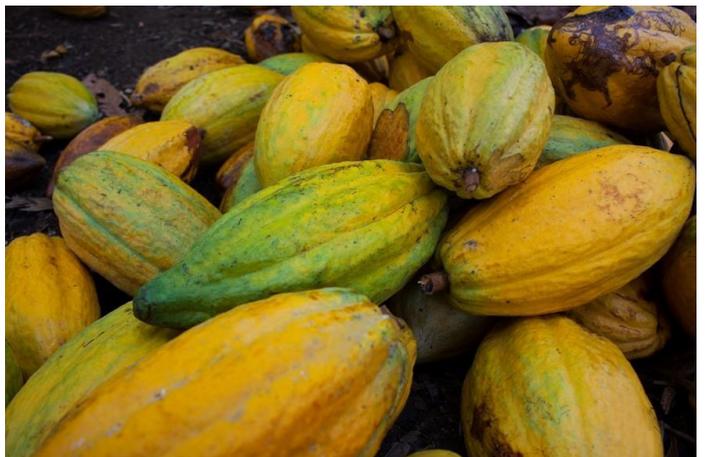
Cacao is a type of fruit, and the pulp has a distinct sour-sweet taste that few people are familiar with. It is also a fact that around 70% of the cacao pulp is thrown away on-site, with only a small portion of it being used as a source of sugar for fermenting the cacao beans. In Brazil and other cacao-producing countries in Latin America, it is used in drinks and smoothies, which are relatively easy to make, and as a raw ingredient for ice cream. Some companies have also focused on its scarcity, and export juice made from it, but its use had not spread beyond that. This new product was developed by KITKAT Chocolatory to not only allow people to discover the new charms of cacao under Chef Takagi's supervision, but also to draw attention to the sustainability of food.

■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"> • 7 regular KITKAT Chocolatory shops (3 in Tokyo, 2 in Osaka, 1 in Kawasaki, 1 in Hiroshima) • KITKAT Chocolatory Internet Sites (Nestlé Online Shop etc.) • KITKAT Gift Shop (Rinku Premium Outlets mall) 	Nov. 29 2019	Chocolate
KITKAT Chocolatory Cacao Fruit Chocalate Assort	5 bars	¥1,900	<ul style="list-style-type: none"> • KITKAT Chocolatory Internet Sites (Nestlé Online Shop etc.) 		
	7 bars	¥2,500			



The familiar brown cacao beans, and the less known white cacao pulp



The pulp comes from the cacao fruit

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. Currently, 7 stores in Japan. <http://nestle.jp/brand/kit/chocolatory/>

■Profile of Yasumasa Takagi

Born in 1966, Takagi graduated from the TSUJI Institute of Patisserie and Centre de Perfectionnement Ecole Hoteliere TSUJI and then 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 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.

