



September 26, 2022  
Nestlé Japan Ltd.

**Launch of Shima Lemon, a local specialty from Natural Heritage Site Ogasawara Island (Tokyo) as a “Regional KITKAT” in the Tokyo area!  
Starting sales of KITKAT Mini Tokyo Shima Lemon on October 3 (Monday)  
~Also updating ten products in the Regional KITKAT series~**

Nestlé Japan Ltd. (Headquarters: Kobe, Hyogo Prefecture, Representative Director, President and CEO: Tatsuhiko Fukatani, hereinafter Nestlé) plans to begin sales of KITKAT Mini Tokyo Shima Lemon, which uses local specialty Shima Lemon juice powder from Tokyo’s Ogasawara Island (\*reference material), in the Tokyo area on October 3 (Monday). It also intends to implement renewal releases of ten products in the Regional KITKAT series.



Beginning with Yubari Melon flavor released in 2002, Nestlé rolled out a variety of “Regional KITKAT” products using local specialties from around Japan, including matcha and Japanese sake, ahead of other companies and attracted support from not only Japanese customers but also as staple choices by foreign tourists visiting Japan. The “Regional KITKAT” series offers products for enjoyment of local tastes nationwide with a theme of discovering parts of Japan that customers “intend to visit at some point.”

This time Nestlé has developed a new Tokyo specialty that reasserts the appeal of Tokyo as Japan’s capital city aimed at reviving the domestic tourism market. It plans to begin sales of KITKAT Mini Tokyo Shima Lemon as a Regional KITKAT just in the Tokyo area on October 3 (Monday) using a specialty from Ogasawara Island (Tokyo), a registered Natural Heritage Site.

Shima Lemon is known for its mellow acidity and refreshing aroma. It is roughly 1.5 times the size of an ordinary lemon and has a rounded shape. Ogasawara ships green fruits as Shima Lemon because they are eaten while the skin is still green.

The subject product mixes Shima Lemon juice powder (0.6% juice content) into the cream that is sandwiched between crispy sweet wafers. Enjoy a refreshing sweetness and fresh taste. Nestlé prepared the exterior with coloring similar to the green skin of the Shima Lemon.

Additionally, Nestlé is updating ten products in its “Regional KITKAT” series to a modern Japan-style design and bolstering the image as a gift product at the same timing aimed at encouraging purchases by people from a wide range of generations. Purchase and enjoy “Regional KITKAT” products at your travel destination.

## Product Overview

Product Name	Quantity	Product type	Suggested retail price (including tax)	Sale Location	Launch Date
KITKAT Mini Tokyo Shima Lemon	10 bars	Chocolate product	¥864	Tokyo area Airports, Train stations, and other gift shops	October 3, 2022 (Monday)
KITKAT Mini Hokkaido Azuki & Strawberry				Hokkaido area Airports, Train stations, and other gift shops	
KITKAT Mini Shinshu Apple				Shinshu Area Airports, Train stations, and other gift shops	
KITKAT Mini Strawberry Cheesecake Flavor				Yokohama Area Airports, Train stations, and other gift shops	
KITKAT Mini Tamaruya Wasabi Flavor				Shizuoka ・ Kanto area Airports, Train stations, and other gift shops	
KITKAT Mini Azuki Sandwich Flavor				Tokai ・ Hokuriku area Airports, Train stations, and other gift shops	
KITKAT Mini Itohkyuemon Uji Matcha				Kyoto area Airports, Train stations, and other gift shops	
KITKAT Mini Itohkyuemon Uji Hojicha					
KITKAT Mini Takatsudo Ganso Momiji Manju Flavor				Hiroshima area Airports, Train stations, and other gift shops	
KITKAT Mini Amaou Strawberry				Kyushu area Airports, Train stations, and other gift shops	
KITKAT Mini Purple Sweet Potato				Okinawa ・ Kyushu area Airports, Train stations, and other gift shops	



Photo (from the left) :

KITKAT Mini Tokyo Shima Lemon 10 bars, KITKAT Mini Hokkaido Azuki & Strawberry 10 bars, KITKAT Mini Shinshu Apple 10 bars



Photo (from the left) :

KITKAT Mini Strawberry Cheesecake Flavor 10 bars, KITKAT Mini Tamaruya Wasabi Flavor 10 bars, KITKAT Mini Azuki Sandwich Flavor 10 bars



Photo (from the left) :

KITKAT Mini Itohkyuemon Uji Matcha 10 bars, KITKAT Mini Itohkyuemon Uji Hojicha 10 bars, KITKAT Mini Takatsudo Ganso Momiji Manju Flavor 10 bars



Photo (from the left) :  
KITKAT Mini Amaou Strawberry 10 bars, KITKAT Mini Purple Sweet Potato 10 bars

End

## Reference

### ■ Shima Lemon

Shima Lemon has steadily spread since Yuji Kikuchi, who lived on Tinian Island, brought lemon seedlings (known as Yap lemon) with him upon returning to Hachijo-jima Island in 1940. These lemons are known as Tinian lemons or Saipan lemons (Saipan is located to the north of Tinian) and also as Kikuchi lemons after the person who introduced them.

Seedlings came to Chichi Island from Hachijo-jima in 1973, and cultivation started on Ogasawara Island too. Producers ship green lemons as “Shima lemons” in Ogasawara, while they ship tree-ripened lemons as “Hachijo-jima fruit lemons” in Hachijo-jima.

The main harvest season for Ogasawara’s Shima lemons is September and October.

Since Shima lemons are sweet, they can be eaten raw. These lemons are also well suited to processing in jellies and jams and as a snack ingredient. “Mizu Lemon” is a popular drink in Ogasawara made by squeezing “Shima Lemon” into “shochu and water.”

