



February 16, 2018

Nestlé Japan Ltd.

**Another Limited-Time Only, Region-Specific Sales Launch:
New KITKAT "Limited Hot Spring Resort Area"**

“KITKAT Onsen Manju Taste”

Sales start at Japanese hot spring resort areas on February 19 (Monday)
A New Souvenir Chocolate for Experiencing a Relaxing Break After Bathing

Nestlé Japan Ltd. (headquarters: Kobe City, Hyogo Prefecture; Representative Director, President and CEO: Kohzoh Takaoka) has begun sales of “KITKAT Onsen Manju Taste” at hot spring (onsen) resort areas around Japan from February 19 (Monday).



“KITKAT” has become a traditional souvenir confection choice among not only Japanese consumers but also foreign visitors to Japan. KITKAT's introduction to Japan started with the 2002 countrywide sales launch of the local souvenir Yubari melon taste series, followed later by additions of other flavor series such as matcha and sake. In order for KITKAT to penetrate further into Japan's confection souvenir market, the first stage campaign was the fall 2017 sales launch of the special limited hot spring series “KITKAT Zeitaku Matcha”, a confection product that appealed to the many visitors attracted to Japan's "extreme relaxation" hot spring resort areas.

Now as a second stage promotional campaign, the new “KITKAT Onsen Manju Taste” product, created in the image of traditional Japanese onsen manju available at hot spring resorts, will begin sales on February 19 (Monday) at hot spring resort locations around Japan.

The new product was developed to recreate a traditional onsen manju in KITKAT form. The outside consists of chocolate in the shape of a thinly brown-colored onsen manju bun and on the inside is a wafer sandwich covered with cream containing red bean powder. The product package is imprinted with the Japanese cat characters “Neko Hyakkei”, which are popular souvenirs at Japanese hot springs. Individual packages of KITKAT Onsen Manju Taste come in 14 different package designs based on the theme of relaxation after bathing and the promise of an enjoyable soothing taste experience.

■Product Overview:

Product Name	Product Type	Number of units	Price (excluding tax)	Sale Location	Launch Date
KitKat Mini Onsen Manju Taste	Chocolate product	14 pieces	¥900	Hot spring resort areas around Japan	Jan. 19 (Mon)

■Comment from person in charge of product development:

We researched all kinds of onsen manju from around Japan. We kept the focus on reproducing the typical plump shape of the manju bun but it was very difficult to find the perfect balance for the flavor derived from the shell of red beans. We hope everyone can enjoy a pleasant feeling after bathing with our product, which probably has not been experienced before with chocolate.

■List of hot spring resort areas to sell “KITKAT Onsen Manju Taste” (Total 21 places):

Hokkaido Region	Noboribetsu Onsen
Tohoku Region	Akiu Onsen, Iwaki Onsen
Kanto Region	Kinugawa Onsen, Nasu Onsen, Kusatsu Onsen, Hakone Onsen
Chubu Region	Yuzawa Onsen, Atami Onsen, Itoh Onsen, Isawa Onsen, Gero Onsen, Unazuki Onsen, Kaga Onsen, Hida Takayama Onsen
Kinki Region	Arima Onsen, Shirahama Onsen
Chugoku and Shikoku Region	Dogo Onsen, Tamatsukuri Onsen
Kyushu Region	Beppu Onsen, Yufuin Onsen

※Product is also available at souvenir shops around the hot spring resort areas.

■ Individual package design (Total 14 designs):

