



Nestlé Japan Ltd.

Now, you can enjoy the taste of Ruby Chocolate every day!

KITKAT Everyday Nuts & Cranberry Ruby

On sale in online store, supermarkets and convenience stores nationwide from (Mon) March 25

Nestlé Japan (headquarters: Kobe City, Hyogo Prefecture; Representative Director, President and CEO: Kohzoh Takaoka) will launch its new KITKAT Everyday Nuts & Cranberry Ruby, combining the much-talked-about Ruby Chocolate with nuts and dried cranberries, a combination flavored and proposed by pâtissier chef Yasumasa Takagi. The product will be available in online store, supermarkets and convenience stores nationwide from Monday, March 25.



L: KITKAT Everyday Nuts & Cranberry Ruby 31g pack, R: 87g pack

Ruby Chocolate, a new variety of chocolate to join dark, milk and white chocolate, had its world consumer premiere in the form of KITKAT Chocolatory Sublime Ruby in January 2018. Following the launch it gained widespread attention as Valentine's Day gift and rapidly continues to grow in popularity, being used by many manufacturers, artisan chocolatier and pâtissier chefs across the globe.

Now a new product, KITKAT Everyday Nuts & Cranberry Ruby, is set to be launched in online store, supermarkets and convenience stores nationwide from Monday, March 25. This product will be available in two versions: a ball-type in pouches and a one-finger-type in a large bag. With the fresh berry fruitiness that is unique to Ruby Chocolate, coupled with the crispness of KITKAT and the flavor and texture of nuts and cranberries, both of these products resemble "small desserts." Similar products using standard chocolate will also be launched simultaneously.

In the development of these products Nestlé Japan has also focused on shape and convenience, allowing busy individuals to enjoy a "little break item" in their spare time. The ball-type version is sold in a resealable standing pouch, with bite-size pieces being easy to eat and carry around. The one-finger-type is also easy to eat as each finger is individually wrapped.

■Product Overview

Product Name	Net Weight	Product Type	Suggested retail price (excluding tax)	Sale Location	Launch Date
KITKAT Everyday Nuts & Cranberry Ruby Pouch	31g	Chocolate product	¥158	Nationwide supermarkets Convenience stores Drug stores Discount stores	Mar. 25 (Mon)
KITKAT Everyday Nuts & Cranberry Ruby	87g	Chocolate	¥600		
KITKAT Everyday Nuts & Cranberry Pouch	36g	Quasi-Chocolate product	¥158		
KITKAT Everyday Nuts & Cranberry	109g	Chocolate	¥600		



<Online Store Product Overview> URL: <https://shop.nestle.jp/front/contents/kk/>

Product Name	Assortment	Price (including tax)	Sale Location	Launch Date
KITKAT × Ruby Chocolate Trial Set	<ul style="list-style-type: none"> •KITKAT Chocolatory Sublime Ruby ×1 unit •KITKAT Everyday Nuts & Cranberry Ruby Pouch 31g ×1 pack •KITKAT Everyday Nuts & Cranberry Ruby Pouch 87g ×1 pack 	¥1,000	Nestlé Online Store	Mar. 25 (Mon)
KITKAT × Ruby Chocolate Happy Party Set	<ul style="list-style-type: none"> •KITKAT Chocolatory Sublime Ruby ×4 units •KITKAT Everyday Nuts & Cranberry Ruby Pouch 31g ×4 packs •KITKAT Everyday Nuts & Cranberry Ruby Pouch 87g ×4 packs 	¥4,000		

