

Kit Kat Fact Sheet

2012 figures:

- Consumption: c.650 *Kit Kat* fingers were consumed globally per second in 2012. This figure includes Hershey.
- *Kit Kat* is manufactured and sold under licence from Nestlé in the United States by Hershey.
- *Kit Kat* is manufactured in the following countries: US, Canada, UK, Germany, Bulgaria, Russia, Turkey, Dubai, South Africa, India, Malaysia, Japan and Australia
- The main formats for *Kit Kat* are: 2-finger, 4-finger, Chunky and Pop Choc (bite-sized).
- *Kit Kat* is also sold in local flavours (e.g. Green tea in Japan); however, by far the greatest majority is milk chocolate.
- The newest market for *Kit Kat* is Brazil; it was successfully launched there in 2012.
- *Kit Kat* is Japan's no1 selling chocolate bar.
- The biggest single retail outlet for *Kit Kat* is Dubai airport duty-free. Around 1 tonne of *Kit Kat* is sold there each day.

And now, time for a break ... Have a Break, Have a *Kit Kat*