

Have a break, have a KitKat.



Launched in UK as
"Chocolate Crisp"

1935



KIT KAT name and logo
added to the pack

1937



1944

Dark chocolate was
used during the war, thus
KIT KAT became blue

KIT KAT 75th
Anniversary

2010



The launch of KIT
KAT Chunky

1999



1949

Red packaging
returns

1987
Famous Panda
TV commercial



First colour
TV commercial

1969



First "Have a break, have a
KIT KAT." TV commercial

1958