

# **Nestlé International Travel Retail offers Middle East delegates the chance to take a break with KITKAT**

By **Jas Ryat** on November, 25 2019 | Confectionery & Fine Foods





Due to KITKAT sponsorship, during the opening coffee break at this week's MEADFA conference, delegates will be able to sample KITKAT Senses Mini Desserts collection

Nestlé International Travel Retail (NITR) is underlining its commitment to the Middle East & Africa travel retail region with KITKAT sponsorship of the opening coffee break at this week's MEADFA Conference. The conference is taking place at the Kempinski Hotel, Muscat, from November 25 - 26.

The Middle East is a top region for NITR and its best-selling brand KITKAT. Delegates to MEADFA will

be able to sample the highly successful KITKAT Senses Mini Desserts collection during the coffee break session, while goodie bag products will allow them to enjoy more from the world's favorite count-line at home with friends and family.

Sold in more than 100 countries across the globe, KITKAT is one of the world's most iconic brands. With many formats and products developed and launched over the years, KITKAT's classic four-finger remains a signature style.

Stewart Dryburgh, General Manager, NITR, comments: "We're delighted to be supporting this important conference, as we do key events across the annual travel retail calendar, creating a wonderful opportunity for our customers to enjoy this wonderful brand."

KITKAT is the perfect choice for coffee breaks - particularly in the Middle East where it is a market leader. "Since its launch in 1935, KITKAT has remained consistent and never deviated from its ownership of the perfect break moment," he continues.

Throughout the years, innovation has been critical to the success of the brand, and today it's as important as ever, especially in travel retail, as NITR seeks to appeal to the all-important millennial consumer. While this year, the company introduced the latest in the successful KITKAT Senses multi-sensorial collection: Mini Desserts, 2020 will see the introduction of the travel retail exclusive KITKAT Gold Traveler's Limited Edition.

This premium proposition offers travelers the opportunity to sample the new KITKAT Gold bars in special packaging for GTR. The exclusive gold pack contains three four-finger Gold KITKAT bars with their deliciously different caramelized flavor in a special snack and sharing format.

Scheduled to hit the market in Q2 2020, KITKAT Gold Traveler's Limited Edition will represent an elevated indulgent experience for consumers and encourage travelers to break in style.