

IT'S BACK...



# Bunny for Easter!

The top selling KITKAT choc bar in a seasonal format - the best Easter break around!



Break into a smooth praline centre filled with crisp **KITKAT** Wafer Pieces and smothered in creamy **KITKAT Milk Chocolate**

DESCRIPTION	CONSUMER EAN	INNER EAN
KITKAT Bunny 29g	9300605129146	19300605129143

## #1 Bar Brand = #1 Opportunity in Seasonal Singles

Bars sales are **highly seasonal** and drop during Easter and Christmas period

RRP \$1.00



Representing **almost 10% of seasonal**, single serve formats are in strong **growth year on year (+17%)**, well ahead of seasonal segment\*

Consumers have a **greater preference for KITKAT seasonal** single serves than that of our key competitor



Source: Nielsen scan 27/12/2020

AVAILABLE JAN 2021