

NEW

# TAKE YOUR BREAKS TO GOLD STATUS



ALSO AVAILABLE IN BLOCK



- Gold chocolate is the only choc type where consumers actually **prefer inclusions** over plain<sup>1</sup>
- Improvement on previously launched KITKAT Gold (2018) which continues to see **strong repeat rates of 36.5%** today<sup>2</sup>
- Gold Chocolate growing at +6.1% in MAT in Convenience channel<sup>3</sup>

1. Source: The Paradigm Shift - Base: Caramelised Chocolate Past 1 month, n=105, Feb 2023.  
2. Source: Circana: AU Grocery & Convenience Data, MAT up to 03/03/2024. 3. Source: Circana: AU Convenience Scan Data, MAT up to 03/03/2024



- **MILKYBAR** is the **#1 white choc brand with +17.1% growth** in MAT in Convenience.
- **MILKYBAR Biscoff Bar leverages a strong brand partnership to drive appeal** of MILKYBAR beyond the typical white choc audience.
- **MILKYBAR excels in indulgence**, while Biscoff pieces enhance the experience with a stronger delivery of the Biscoff product, balancing the sweetness of white choc.

\*Data Source: Circana: AU Convenience Scan Data, MAT up to 31/03/2024

IMPULSE

ACTIVATING INSTORE FROM JULY 2024



# SUPPORTED WITH \$700K MEDIA SPEND\*

OUT OF HOME  
TO DRIVE AWARENESS

STRONG DIGITAL CAMPAIGN FOR  
ENGAGEMENT

IN STORE VISIBILITY IS KEY  
TO DRIVE TRIAL

OOH (TRANSIT)



DIGITAL OOH



SOCIAL MEDIA



VIDEO (YOUTUBE)



\*As per current rate card

## EYECATCHING POS TO DRIVE THOSE SALES!

2024 MILKYBAR  
BISCOFF CU  
HEADER CARD  
POS CODE:  
105744940



2024 KITKAT GOLD CRUSH  
WOBLER (in units)  
POS CODE: 105744935

2024 MILKYBAR BISCOFF  
WOBLER (in units)  
POS CODE: 105744937



SHELF	SKU	VOLUME
1ST	KITKAT Gold Crush	1 Inner
2ND	MILKYBAR Biscoff	1 Inner
3RD	KITKAT 4 Finger	1 Inner
4TH	KITKAT Chunky	1 Inner
5TH	KITKAT Chunky Aero	1 Inner

IM 2024 KITKAT GOLD CRUSH SHROUD  
POS CODE: 105744933

SHELF	SKU	VOLUME
1ST	MILKYBAR Biscoff	6 Units
2ND	MILKYBAR	6 Units
3RD	KITKAT Gold Crush	6 Units
4TH	KITKAT 4 Finger	6 Units