

Nestlé launches GTR exclusive KitKat Lotus Biscoff Snacking Bag



Nestlé International Travel Retail ([NITR](#)) has announced a partnership with [Lotus Biscoff](#) for a new travel retail limited-edition product, the KitKat Lotus Biscoff Snacking Bag.

The GTR exclusive KitKat Lotus Biscoff 122.5g Snacking Bag is a new flavor experience, containing a crunchy, caramelized cinnamon spread made from Lotus Biscoff biscuit sandwiched between classic KitKat wafers covered in creamy milk chocolate. Each pouch contains 7 X 17.5-gram fingers and is ideal for snacking and sharing.

Further to its debut in UK and Australia domestic markets in April, the KitKat Lotus Biscoff flavor is now available in the limited edition Snacking Bag at [Dufry](#) duty free stores around the world.

"Since the product launched, we've seen huge demand; we knew this collaboration would be a great success in travel retail," said Nestlé General Manager International Travel Retail, Stewart Dryburgh. "Biscoff is one of the most requested and searched-for items on the KitKat website and we've already seen travellers snapping up the new flavor snacking bags."

"There is an undeniable love for both KitKat and Lotus Biscoff and we are thrilled to combine them and introduce this welcome addition to the KitKat GTR range," Dryburgh added.

"Lotus Biscoff has been a favourite in Australia for over 10 years. We are very excited to collaborate with KitKat to offer a unique and delicious flavor combination," said Kathleen Buyst, Global Brand Director Biscoff.