

# Nestlé ITR unveils limited-edition KitKat exclusive to Dufry



The KitKat Salted Caramel &

Milk Mini Mix pack

[Nestlé International Travel Retail](#) has created a new limited-edition KitKat® travel retail exclusive for [Dufry](#). The KitKat Salted Caramel & Milk Mini Mix pack is available worldwide as of this month (April 2023).

The 199.5-gram pack contains 14 mini, snack-size two-finger KitKat bars. Each pouch features seven

pieces of each variety, which are individually packed for maximum convenience.

According to the company, "This new double act allows travelers to enjoy the classic, creamy milk-chocolate covered KitKat wafers they know and love, and discover an exciting new salted caramel taste sensation."

Nestlé ITR Marketing Manager Aura Sanchez commented, "The popularity of salted caramel continues to grow, and we're confident that by pairing this with our iconic classic milk KitKat, we've created a flavor combination that's a hugely attractive proposition for travelers to try. We understand the importance of regularly refreshing our portfolio, and how exclusive products are instrumental in driving demand in the travel retail arena. We're thrilled to partner with Dufry to unveil this latest innovation."

Bruno Stäuble, Dufry Global Category Manager Confectionery, added, "KitKat is synonymous with breaks, and we anticipate huge demand for this latest addition to the GTR range, which is perfect for sharing and snacking. We're very excited to be partnering with Nestlé to offer this new and exclusive flavor combination to our customers."