

# Nestlé links with Cocoa Trees to promote KitKat Senses tablets



Nestlé ITR's KitKat Senses Tablet promotion has begun in The Cocoa Trees outlet in Singapore Changi T3 departures

Nestlé International Travel Retail (NITR) is partnering with The Cocoa Trees at Singapore Changi Airport this month (May 1-31) to launch its new KitKat Senses Tablets.

The Live Your Break promotion has kicked off in the revamped The Cocoa Trees outlet in Terminal 3 departures and will also extend to its other outlet in T1 during the month.

Highlighting the KitKat Senses Tablets in three flavors – launching into Asia this month – the promotion offers a gwp KitKat backpack to consumers spending a minimum of S\$45 (US\$33) on KitKat products.

The campaign is enhanced through digital communication that emphasizes the brand's positioning in global travel retail via the brand's signature red bus placed in-store and social media Stories on The Cocoa Trees' Instagram and Facebook pages.

KitKat remains Nestlé's key strategic brand to drive recovery in 2022, with Senses a major driver of growth.

KitKat Senses Tablets were introduced in 2021 to appeal to travelers looking to indulge at a low out-of-pocket price.

The tablets were initially launched in three flavors: Caramel Crisp, Cookie Crumble and Hazelnut Crunch. Inside each bar is a shareable treat with 10 rows of inclusions on a classic KitKat wafer, covered in a smooth milk chocolate coating.

“KitKat has shown its resilience during the pandemic with travel retail sales reaching 60% of 2019 levels in 2021 and predicted to recover to almost 80% this year,” commented Nestlé ITR General Manager Stewart Dryburgh.

“It’s very encouraging to see that Asia is now beginning to open up again post-pandemic and Singapore is, without doubt, a key airport channel for our brands, particularly KitKat.

“While the KitKat Senses Tablets range was initially introduced in 2021, for many travelers in Asia this will be the first opportunity to discover the range – including the newly launched flavor. More than ever, travelers are going to want to really ‘live their breaks’ and we’re happy to invest in that ambition with this campaign.”

As borders open in Asia, this gwp will be extended across the region.

A new Roasted Almond flavor will also be introduced later this year, Nestlé ITR said.