

# FRUIT FLAVORED CHOCOLATE



## Fruit based chocolate flavors



New flavors are a hallmark for Asian producers, but now all global players are introducing fruit based chocolates. Kit Kat Strawberry is available in the USA and Raspberry Kit Kat in Japan, while Kit Kat and Pocky cantaloupe are Japanese offerings. Cherry chocolate anyone?

### KEYPOINTS

1. Combining fruit with chocolate to deliver “healthy perceptions” from indulgent snacks.
2. Using succulent tastes in combination with chocolate.
3. Innovative taste profiles

### CITED SOURCES

- Varies