

# KIT KAT INNOVATION



Various product tastes addressing different markets.



Kit Kat continues to produce varied flavors with new product introductions, depending on the market and sometimes the manufacturing location. From Green Tea (Japan) to Dark Chocolate (USA, Korea, Japan) to Peanut Butter (USA and Hong Kong - via Bulgaria production) Kit Kat continues to produce new flavors which keep fans of the candy bar intrigued and also the chocolate relevant to their target market.

## KEYPOINTS

1. Various flavors across the globe
2. Made in different manufacturing plants
3. Custom products for the market

## CITED SOURCES

- Varies