

Global first as KitKat is wrapped in paper packaging

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In an exclusive trial with Coles Supermarkets across Western Australia, South Australia and the Northern Territory, consumers can now buy KitKat bars featuring the paper wrapper for a limited time. More than a quarter of a million KitKat bars will be wrapped in the new paper packaging across select stores for the trial – enough to stretch almost 50km end-to-end.

Nestlé Oceania General Manager of Confectionery and Snacks Chris O'Donnell said, "We're proud to be the first country globally to trial KitKat in paper packaging, as an important step towards reducing our use of virgin plastic. With all packaging innovations, our priority is to ensure we deliver the same delicious KitKat with creamy chocolate and crisp wafer."

The new paper packaging trial is a bid to innovate and explore every avenue to meet Nestlé's goal of reducing its use of virgin plastics by a third by 2025, which includes using less plastic, recycled plastic, and alternatives to plastic packaging.

"Our partnership with Coles has made this packaging trial a possibility, where Aussie chocolate lovers can have their say on our innovative KitKat packaging. The feedback we receive on this trial will help shape the next step of giving Aussies their favourite break."

Coles General Manager of Grocery Leanne White said, "Coles is thrilled to partner with Nestlé on this important trial which will provide customers the opportunity to have a say on new packaging options and help the company lead the charge in innovative solutions."

Each bar will feature a QR code which Aussies in WA, SA and NT can scan to have their say by answering a series of questions about the new paper packaging. KitKat Milk 45g wrapped in paper packaging will be available to purchase only from

select Coles Supermarkets in WA, SA and NT from January while stocks last, and can be recycled through kerbside recycling bins that collect and process paper. The trial wrapper has a thin metal barrier film to keep the *KitKat* fresh and has a recyclable ARL.