

First KitKat using cocoa from Nestlé income accelerator launches in Europe

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Nestlé has introduced the first KitKat made with cocoa mass from beans grown by farmer families engaged in the company's income accelerator. This KitKat aims to connect consumers with the farmers in Nestlé's program and raise awareness about the sustainability of the cocoa used in the iconic bars.

The innovative program was launched in January 2022 to help close the living income gap of cocoa-farming families and reduce child labour risk. At the same time, it strives to advance better agriculture practices and promote gender equality, empowering women as agents for positive change. The program incentivises cocoa-farming families that enrol their children in school, implement good agricultural practices, engage in agroforestry activities, and diversify their incomes.

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Nestlé has collaborated with various partners and suppliers to transform its global cocoa sourcing and achieve full traceability and physical segregation of the cocoa sourced from its income accelerator program. This means being able to track the entire journey of cocoa beans from origin to factory while keeping them physically separated from other cocoa sources.