

KitKat Cereal launches in Australia

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Cereal Partners Worldwide has announced the launch of KitKat Cereal, a delicious new breakfast option which brings the iconic KitKat brand to consumers' cereal bowls.

Created in partnership with the KitKat team, the delicious new cereal contains whole grain and offers a chocolatey taste and wafer-like texture.

Suzanne Poezyn, Cereal Partners Worldwide Marketing Manager, said, "When you're looking for something different to start your day, KitKat Cereal is the perfect option for an occasional, indulgent BREAKfast.

"We're sure the new cereal will delight KitKat fans, and make a great addition to your breakfast repertoire, as part of a balanced diet."

KitKat Cereal will be available at all major retailers nationwide in late August.

The KitKat Cereal contains cocoa sourced through the Nestlé Cocoa Plan, a program aimed to improve the lives of cocoa farmers and provide sustainably sourced cocoa, certified by the Rainforest Alliance.