

KitKat Green Tea Matcha- from Japan to Europe

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KitKat Green Tea Matcha is inspired by one of the most popular of the 350+ KitKat varieties that have been available in Japan over the years. The brand is a household name there, popular for gifting and with tourists looking for an interesting souvenir.

Matcha is a traditional drink made from powdered green tea that has been enjoyed for centuries in Japan, often as part of an elaborate tea ceremony. In KitKat Green Tea Matcha, it is combined with smooth white chocolate to give a sweet and fragrant flavor.

KitKat Green Tea Matcha for the European market is manufactured in Hamburg, Germany using UTZ-certified cocoa beans and real Matcha green tea from Japan and China. There are no artificial colours, flavors or preservatives.

The new launch follows on from the introduction of KitKat Ruby in Europe in 2018, to meet the growing demands of consumers who enjoy experimenting with new trends.