

Nestle introduces Kit-Kat Cereal in Ecuador

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Within the framework of World Cereal Day, Kit-Kat®, the iconic brand recognised worldwide for its irresistible milk chocolate bars, gives an innovative twist to the world of breakfast with the launch of its new product: Kit-Kat® Cereal in Ecuador.

This crunchy cereal brings the essence and unique flavour of Kit-Kat® to an experience that will give breakfast a break, offering a delicious combination of chocolate and milk. The new Kit-Kat® Cereal is made with whole grain, without artificial colours, with 5 B vitamins, calcium and fortified with iron.

"With Kit-Kat®, we are believers that breaks are essential for a good life. We know that mornings can be hectic and sometimes you just want to stop the clock! That's why we reinvented ourselves and presented Kit-Kat to you ® Cereal to delight your palate and make your breakfasts or your break moments special moments," said Roberto Quintana, Director of the Cereals Business for the Andean Region.

Kit-Kat® Cereal is now available in the main supermarkets in the country. The launch of Kit-Kat® Cereal reflects the brand's ongoing commitment to innovation and adapting to changing consumer trends. Kit-Kat® understands that consumers are looking for convenient and delicious options that fit into their busy lifestyles, and this product is a direct

response to those needs.