NFFOODS Spectrum
perspectives on food technologies & business
ASIA

KitKat Australia factory receives $30Mn break

24 January 2025 | News

The investment will support increased production capacity

The investment will support increased production capacity

NestlÃ© Australia has announced a new $30 million investment in its Campbellfield factory in Victoria, the home of KitKat.

This state-of-the-art technology will enhance digital and AI capabilities, improving the iconic KitKat wafer and enabling further innovation in the product line. Additionally, the investment will support increased production capacity.

According to Andrew Lawrey, NestlÃ©'s General Manager of Confectionery, this investment reflects NestlÃ©â??s ongoing commitment to local manufacturing and its dedication to delivering new and delicious flavours for consumers.

â??KitKat fans love to see new ways to enjoy their favourite treat, and the new technology installed in our factory will allow us to create exciting new flavours and fillings, textures, and tastes,â?• Lawrey stated.

A key part of the investment includes a new wafer oven, which will enhance the entire KitKat range by improving wafer quality. â??Weâ??re thrilled that this new technology will help us deliver a crispier, more consistent â??snapâ??â??the iconic break that KitKat is famous for,â?• he added.

There will be a slight change in wafer size, as the new moulds compatible with the updated technology will be smaller. This change will reduce the weight of the KitKat 4 Finger bar from 45g to 42g.

In addition to enhancing production capacity and innovation, increasing automation in the factory will also improve safety levels.