



New! The must-have MUFFIN MADE WITH KITKAT®

A delicious authentic American muffin
made with KITKAT® ingredients

THE MUST-HAVE MUFFIN, MADE WITH KITKAT®

A soft and delicious top quality muffin with the great KITKAT® taste, filled with milk chocolate and richly covered with KITKAT® topping.



A NEW TASTE EXPERIENCE WITH KITKAT®

- High quality authentic American muffin
- Experience delicious KITKAT® with every bite
- Made with the perfect combination of KITKAT® smooth milk chocolate and crispy wafer

Co-designed with Nestlé Professional®

Premium branded bakery products made with KITKAT®

Consumer branded products can boost sales, offering added value to consumers and allowing for premium pricing. KITKAT® shows high brand recall and high impulse purchase rates, especially amongst Millennials. Growth of American bakery products is also driven by this consumer demographic, making the muffin made with KITKAT® the must-have in your assortment.

Dawn Foods and Nestlé Professional® driving category growth

The muffin made with KITKAT® is bringing real innovation to the muffin category. It is the result of Dawn Foods' market leadership in American style bakery and the power of Nestlé's confectionary brands which gives the unique KITKAT® taste experience. Dawn Foods and Nestlé Professional® have agreed a long term commitment to co-design new bakery products that carry the essence of the brand by combining state of the art mixes with the best branded ingredients in order to deliver blissful indulgence.



KITKAT®: A POWERFUL BRAND

- 14,086,558 KITKAT® breaks every day
- KITKAT® is the first global confectionery brand to be sourced from 100% sustainable cocoa



Customer benefits

- **Boost sales by appealing to a new audience**

A key growth driver for KITKAT® is innovation which appeals to the Millennial consumer, the main audience buying American style bakery and looking for high quality products.

- **Premium quality**

Serve the best with Dawn's authentic American muffin made with KITKAT® ; filled with milk chocolate and richly covered with KITKAT® topping.

- **Enable on-the-go muffin consumption**

Fitting with the dynamic lifestyle of the Millennial, this appealing smaller muffin size offers a delightful treat in line with the growing consumer demand for portion control. Tap into the on-the-go consumption trend which is a key purchase driver in this category.

- **Marketing support**

Delight consumers with the KITKAT® experience with the official branded "Made with KITKAT®" cups, for easy and instant recognition. Additional point of sale materials are available upon request.

- **Unique packaging**

Minimise freezer space and waste with our convenient tray with 15 muffins.



Scan the QR code to get more information on the promotional materials on dawnfoods.com/uk

Have a break, have a KitKat®



BENEFITS OF FROZEN PRODUCTS

- Great taste and texture
- Long shelf-life
- Easy-to-use; thaw and serve
- No waste

Item code	Description	Weight (g)	Pack	Pieces per case	Frozen Shelf life (months)	Defrosted Shelf life (hours)	Nutritional Value
2.76998.821	DAWN® MUFFIN MADE WITH KITKAT®	80	Tray	15	18	72	305kcal



ESTABLISHED TRUST

For 100 years, Dawn Foods has been a trusted advisor to its customers, helping drive their business forward with the right mix of products, innovations, global perspectives and inspired bakery expertise. For more information about the company, its products and culture, please visit www.dawnfoods.com/uk.

DO YOU HAVE MORE QUESTIONS ABOUT OUR PRODUCTS OR WANT MORE INSPIRATION?

We've got the answers and more. Contact us on **01386 760843** or visit **DAWNFOODS.COM/UK**

KITKAT® is a registered trademark of Société des Produits Nestlé S.A., Vevey, Switzerland, and is used with permission.

Printed on 100% FSC recycled paper
KITKAT MUFFIN 08/20

Dawn®