

Nestlé launches luxury KitKats for £14 a bar

3rd October 2019

Tea-break snack gets gourmet makeover for Christmas, with 1,500 flavour combinations

Bespoke KitKats are expected to be one of this year's must-have Christmas presents after its owner, the food giant Nestlé, revealed the **upmarket** KitKat Chocolatory range.

Either via a dedicated website, or by visiting a **pop-up stall** in John Lewis's **flagship** London store, shoppers will be able to order a custom KitKat from nearly 1,500 possible flavour combinations. The

ingredient choices include rose petals and cocoa nibs and there is the option to **coat** the fingers in ruby chocolate. It has also produced "special edition" flavours – a surprising line-up that includes marmalade, Earl Grey and "whisky & ginger".

Cheryl Allen, who heads KitKat in the UK, said it was a good time to try something new because there was a lot of "**buzz**" around the brand following Instagram-friendly updates such as matcha green tea flavour and ruby chocolate that appealed to younger consumers.

"KitKat was launched in the 1930s and one of the reasons it has endured for so long is because it has been able to evolve," said Allen. "These are luxury, handcrafted chocolates and I think it will positively surprise people how far you can stretch this brand."

But a luxury KitKat comes with a luxury price tag. The 150g eight-fingered **bespoke** bars – which will be

made to order in Yorkshire – cost £14 (a 41.5g four-fingered KitKat usually costs 65p). The special editions start at £7.50.

"We are very clear that the **bulk** of our [chocolate] business remains in the **mainstream**," said Allen. "This is a differentiated and premium product that is made to order."

Nestlé has borrowed Chocolatory from Japan where it already runs KitKat boutiques under that name. What is a popular **tea dunker** in the UK is a different biscuit in

Japan where it has an upmarket image. It is a popular good luck present (the name resembles kitto katsu which means "you will surely win" in Japanese) and since the millennium more than 300 flavours, including sake, edamame bean and wasabi, have been developed for the gift-giving culture.

With customised gifts also a huge trend – named jars of Marmite and tins of Quality Street have been big Christmas hits in recent years – it is also possible to put a message on the KitKat box.

John Lewis gift food buyer Rachel Costello predicted they would be popular **stocking fillers**: "I think our customers will love these exciting new flavours and the experience of

making their own KitKat." A **pop-up** shop will open in its Oxford Street store on Thursday, and a second will open at Manchester Trafford Centre on 1 October. It is also stocking special edition KitKats in 30 shops.

Adapted from theguardian.com by ECP coach Darren 'Kez' Kurien

Before you read the article, find this vocabulary in the text:

- bespoke:** made for a particular customer or user
- upmarket:** expensive and designed to appeal to rich people
- pop-up:** a temporary business which is open for a short time
- stall:** a compartment/stand for the sale of goods
- flagship:** the best/most important thing owned by an organisation
- to coat:** to provide a layer/covering of something
- buzz:** a general sense of excitement or interest in someone/something
- bulk:** the greater part of something; the majority
- mainstream:** things which are considered normal or conventional
- tea dunker:** an item of food which you dip/put in your tea!
- stocking fillers:** small presents given to friends and family at Christmas



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Let's chat about that!

Write your opinions in an email and send them to your ECP coach!

Do you like chocolate? Would you pay €15 for a KitKat?

Do you think that luxury KitKats will be a success? Why /not?

What bespoke flavour would you choose for the product?

Can you think of other products which have changed like this?

Do you prefer traditional or modern food?

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How to describe the taste of food

<https://www.thoughtco.com/words-used-to-describe-food-4018894#food-taste>

bitter The coffee was very bitter. I had to add sugar.

bland This sauce is very bland. It doesn't taste of anything.

tasteless The vegetables have been cooked for too long. They're tasteless.

creamy I enjoy eating creamy tomato soup on cold days.

hot The soup is hot. Let it cool down.

mild The spices didn't ruin the flavour. They are very mild.

spicy (& hot) Greg enjoys eating spicy Mexican food.

salty The sauce was much too salty. I think you should add some water and boil it down.

savoury Savoury crackers with cheese make a great snack.

sour Lemons are very sour!

sweet The cherry pie wasn't too sweet. It was just right.

crisp The apple was crisp and delicious.

crunchy Granola is a very crunchy breakfast cereal.

tough The steak was very tough. It was difficult to chew!

tender The lamb was so tender that it melted in my mouth!



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