



## KitKat: Gimme a Break

### Listening Questions 1:

1. What was the original name of *KitKat* bars?
2. When were *KitKats* first exported to Canada?
3. What does each *KitKat* bar consist of?
4. Why does Nestle not have control of *KitKat* in the US?

### Listening Questions 2:

1. According to Nestle, how many *KitKat* bars are consumed per second?
2. How many normal-sized *KitKat* bars were sold in the US between April 2011 and March 2012?
3. What was the first *KitKat* flavor variant?
4. What did Google do with Nestle in 2013?

## Transcript 1:

Today, *KitKat* chocolate bars are popular around the world and they have a long history.

*KitKat* was created by a confectionery company called Rowntree's in 1935 in England. At the time, it was called *Rowntree's Chocolate Crisp*. Two years later, it was renamed *KitKat Chocolate Crisp*. The product became a hit in the UK and during the 1950s, Rowntree's began exporting it to Australia, New Zealand, Canada, and South Africa.

Each *KitKat* bar consists of 4 wafer fingers covered with milk chocolate. The fingers can easily be broken off and eaten individually, which helped make the advertising line "Have a Break, Have a *KitKat*" easy to remember.

Nestle acquired Rowntree in 1988 and now controls the *KitKat* brand in every country except the US because the Hershey Company has a license to produce *KitKat* there. Hershey received the license from Rowntree's in the 70s and Nestle had to honor it after its acquisition of Rowntree's. Fujiya had a similar license in Japan, but in 2000, Nestle paid Fujiya to regain control of the brand in Japan.



## Transcript 2:

Over the years, *KitKat* has remained popular and several variations of it have been made. According to Nestle's website, *KitKat* is so popular that 150 *KitKat* bars are consumed around the world each second.

Market research firm SymphonyIRI Group studied the chocolate bar market in the US for a year between April 2011 and March 2012. They found that the normal size *KitKat* bars sold over 192 million units and it was the 5th-highest selling chocolate bar that year.

In 1996, Nestle created its first flavor variant of the brand with *KitKat Orange*, which had orange-flavored chocolate. Since then, the company has continued to innovate with flavors such as green tea, strawberry, and even wasabi.

In 2013, Google and Nestle teamed up for some interesting co-branding when Google named version 4.4 of its *Android* operating system *KitKat*. Nestle produced 50 million *KitKat* bars that were shaped like *Android*'s mascot.