3. Explain the purpose of Nestle launching this new Kit Kat product. (6 marks)

New Kit Kat lines launched

Nestlé Confectionery is adding to the shopper appeal of Kit Kat – the fourth-ranked impulse chocolate brand – with a new sharing product that will be available from 14 September.

Kit Kat Bites, a 104g bag containing mini-chocolate fingers, has an recommended retail price of £1.59 and is designed to capitalise on the growing popularity of shared occasions with friends and family and will benefit from a £4m ad campaign.

It follows last month’s arrival of Kit Kat Chunky Cookie Dough (RRP 60p), which combines chunky chocolate with cookie dough.

*Source:* [www.talkingretail.com](http://www.talkingretail.com)*, September 2016*

4. What others extension strategies might Nestle have considered? (6 marks)

