

KIT KAT DOUBLES ITS COMMITMENT TO FAIRTRADE

JANUARY 2013

NESTLÉ UK & IRELAND GAINS FAIRTRADE CERTIFICATION OF **KIT KAT 2-FINGER**



THE FIRST MAINSTREAM FAIRTRADE CERTIFIED BRAND IN THE BISCUIT AISLE

IN 2013, OVER

1,000,000,000

KIT KAT BARS WILL CARRY THE FAIRTRADE MARK



OVER 250 MILLION KIT KAT 4-FINGER



OVER 800 MILLION KIT KAT 2-FINGER

THIS MEANS



4,300 TONNES OF FAIRTRADE COCOA FOR KIT KAT 4-FINGER



5,300 TONNES OF FAIRTRADE COCOA FOR KIT KAT 2-FINGER



9,600 TONNES OF FAIRTRADE COCOA FROM THE IVORY COAST

FAIRTRADE FARMERS SUPPLYING COCOA FOR KIT KAT JOIN THE NESTLÉ COCOA PLAN



THE NESTLÉ COCOA PLAN IS A GLOBAL INITIATIVE

THE IVORY COAST IS THE BIGGEST PRODUCER OF COCOA

IT PRODUCES AROUND

40%

OF THE WORLD'S COCOA

THE NESTLÉ COCOA PLAN WILL HELP IMPROVE THE LIVES AND LIVELIHOODS OF COCOA FARMERS

THE NESTLÉ COCOA PLAN IS AIMING FOR A SUSTAINABLE SUPPLY OF QUALITY COCOA LONG INTO THE FUTURE

THE NESTLÉ COCOA PLAN IS NOW ACTIVE IN THE IVORY COAST, ECUADOR, INDONESIA, GHANA, AND VENEZUELA WITH PLANS TO EXTEND IN OTHER LATIN AMERICAN COUNTRIES IN THE FUTURE.

SINCE KIT KAT 4-FINGER BECAME FAIRTRADE CERTIFIED



£1.6 MILLION IN FAIRTRADE PREMIUMS PAID TO 2,500 FARMERS OF THE KAVOKIVA CO-OPERATIVE IN THE IVORY COAST

THE KAVOKIVA CO-OPERATIVE RECEIVED 62,000 NEW COCOA TREES AS PART OF THE COCOA PLAN

THE EFFECT OF KIT KAT 2-FINGER BECOMING FAIRTRADE CERTIFIED



9 ADDITIONAL FAIRTRADE CO-OPERATIVES IN THE IVORY COAST WILL SUPPLY THE COCOA NEEDED TO MAKE 2-FINGER KIT KAT



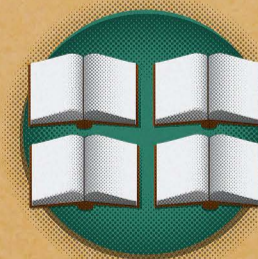
AN EXTRA **4,500 FARMERS** RECEIVE FAIRTRADE PREMIUMS AND AUTOMATICALLY JOIN THE NESTLÉ COCOA PLAN

THIS FAIRTRADE CERTIFICATION IS AN IMPORTANT PART OF THE NESTLÉ COCOA PLAN, A COMMITMENT TO



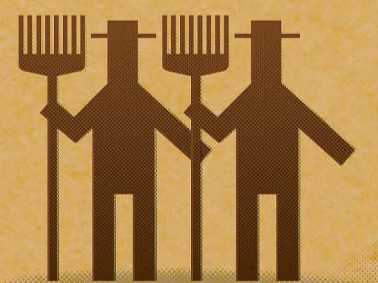
INVEST **£65 MILLION** OVER TEN YEARS IN A GLOBAL PROGRAMME

DISTRIBUTE **12 MILLION** NEW HIGH YIELDING DISEASE RESISTANT PLANTLETS TO FARMERS BY 2020



HELP BUILD OR REFURBISH **40 SCHOOLS** OVER THE NEXT FOUR YEARS

TRAIN **24,000 FARMERS** BY 2015



Nestlé
Cocoa Plan™

<http://www.nestlecocoaplan.com/>



Nestlé

Good Food, Good Life