



White chocolate is **growing at 18%** vs. total chocolate at **+2.5%***

MILKYBAR is the clear market leader of white chocolate with **over 78% share** of segment in Convenience*

Introducing...



MILKYBAR Baked Cookies filled delicious cookies chunks covered in the creamy milk goodness of MILKYBAR white chocolate



Proven concept through Baked Cookies success in blocks and share bar



75% white chocolate shoppers prefer Baked Cookies over Hershey's Milk & Cookies**

*Source: Nielsen ScanTrack Australia Convenience MAT 30/04/17
**Project Supreme, Colmar Brunton, May 2017

IN STORE AUGUST 2017
Activate with Nestlé medium bars range