



Press Releases



Nestlé UK Ltd



PRESS RELEASE



A LITTLE BIT EGGS-TRA FROM NESTLÉ THIS EASTER

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This Easter Nestlé is offering eggs with a difference for those special friends and family who deserve an exciting treat this year. As well as your usual delicious Nestlé favourites we have introduced a new range of eggs which include some eggs-tra special presents for the people you care about the most.

For the smaller members of your friends and family, Nestlé has created a range of fun eggs containing a new Easter toy. The Winnie the Pooh and Tigger gift egg contains a Winnie the Pooh soft toy with some tasty Jelly Tots and the Milky Bar gift egg includes a collectable wobbling toy alongside the famous creamy white chocolate egg. There is also a Disney Incredibles gift egg featuring an Incredibles figurine from the smash hit animated movie and a **cut out and keep lenticular hologram on the box.**

For older children (or the child in all of us!) Nestlé has introduced a range of classic eggs accompanied by mini-versions of some of the UK's favourite games. The Smarties and Finger Twister gift egg contains a table top version of one of the nation's most loved games and will provide hours of fun in the playground. For football lovers, Nestlé has the Yorkie and Subbuteo gift egg containing a Subbuteo penalty shoot out kit, sure to keep the family amused over the Easter period. Finally, the KitKat and Jenga gift egg which combines the biggest name in chocolate, with one of the biggest names in games. The pack contains a table top version of Jenga that will test the skills (and nerves) of kids, teens and adults alike.

Nestlé has also created a range of charming novelty egg gift packs, designed to keep the kids active this Easter. The Disney Incredibles egg hunt pack allows the younger members of the family to mirror the plotline from the film by searching for Incredibles character Jack Jack. The hunt pack comes with delicious foil wrapped eggs, ideal for hiding around the house or garden and a soft Jack Jack toy keyring as an end prize. The Smarties Egg hunt-in-a-box, contains bunny feet footsteps for mums to place around the home, creating a fun path for children to a selection of different tasty Smarties treats.

Nestlé knows that all kids love painting eggs at Easter time and the Winnie the Pooh egg decorating kit is the perfect solution without the mess. Kids will love using the Winnie the Pooh stickers to decorate the four foil wrapped chocolate eggs included in the kit. The egg decorating kit provides the perfect opportunity for families to spend quality time together this Easter and more importantly mums will love that cleaning up time is kept to a minimum.

All the new eggs in the Nestlé Easter egg ranges are available in stores from the beginning of February, so why not make this Easter eggs-tra special for loved ones.

Notes to Editor