

Product: Hawaiian Host Hello Kitty® Collector's Case

Stand number: P13

Company: Hawaiian Host

Status: New product

Launch date: Immediate

Region: Japan and Korea

Price: US\$7.50

Target consumer: Travellers seeking gifts; all lovers of Hawaiian Host Macadamia products

Concept: Macadamia confectionery specialist Hawaiian Host has teamed up with Sanrio/Hello Kitty® to offer a new Hello Kitty® collector's case. Each case, in the shape of the global icon, contains four individually wrapped premium whole and half macadamias in rich milk chocolate. This extends the agreement which also includes a multipack of six 2oz boxes of chocolate covered macadamias, each box featuring Hello Kitty. Each pack features the Hello Kitty® character and comes with a Collector's Hello Kitty keychain.

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