

KitKat® and Formula 1®, Nestle's largest global brand partnership launches NOW in Latin America

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Ready...set...Break!

By now, it's no secret that *KitKat* is the Official Chocolate Bar of Formula 1!

We're more than happy to report that things are officially kicking off in Latin America with the FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO 2025 this October, followed by FORMULA 1 MSC CRUISES GRANDE PRÊMIO DE SÃO PAULO 2025 in November of this year. Our partnership will continue to expand globally throughout 2026.

This unique collaboration, truly a first of its kind in global motorsport, allows *KitKat* to inspire the F1 world to embrace the break. All along the track, in fan zones, Paddock Club™ and through fun and engaging social media content, *KitKat* sets the bar for the very best breaks imaginable. *KitKat* lovers and F1 fans around the world will enjoy exclusive merchandise, in-store activations, exciting prize promotions and limited editions, with everyone being encouraged to join in on all the fun and all the breaks!

Thrilling breaks in Mexico and Brazil

In Mexico, fans can break into the fast lane with Pato O'Ward — Monterrey's own rising motorsport star and McLaren F1 reserve driver. Nestlé Mexico is handing out Grandstand and Paddock Club™ tickets in pairs for the 2025 Mexico City Grand Prix, plus a tasty "Break" at the fan zone.

"For many Mexicans, Formula 1 embodies national pride and excitement," said Ricardo Bassani, Confectionery Business Executive Officer at Nestlé Mexico. "Each Mexico City Grand Prix is a vibrant celebration with over 400,000 attendees. Kicking off the new *KitKat*-Formula 1 partnership in Mexico is therefore the perfect opportunity to connect with fans looking for a thrilling experience both on and off the track."

Not *KitKat*'s first lap around the circuit — since 2023, Checo Pérez has waved the red-and-white flag as the brand's ambassador.

In Brazil, fans can also get revved up with a Grand Prix ticket giveaway for São Paulo, completed with a signature *KitKat* fan zone experience. The brand is also backing rising Brazilian F1-star Gabriel Bortoleto.

"The sponsorship of F1 by *KitKat* marks a historic moment for the brand in Brazil," commented Patrício Torres, Vice President of Confectionery at Nestlé Brazil. "This partnership enables us to strengthen and expand the connection of *KitKat* with GenZ. We will work closely with retailers to launch a robust promotion for consumers and will roll out communication initiatives over the coming months."

"I cannot wait for our passionate fans in Mexico and Brazil to experience the world of *KitKat*, through this exciting partnership," added Emily Prazer, Chief Commercial Officer at Formula 1. "When our fans attend a Grand Prix, we want them to take a break from the norm and become immersed in the drama and excitement of Formula 1. *KitKat*'s activations add a real sense of fun and relaxation at our races and create even more memorable moments."

And for globetrotters? Nestlé International Travel Retail is rolling out F1 fun at São Paulo's airport in October — then zooming into top airports worldwide in 2026.