

# The sakura-flavoured drink trend in Japan



## Coca Cola Sakura

Known as one of the leading beverage brand launching innovative drinks in Japan, Coca Cola Japan has unveiled a new Sakura design bottle for the cherry blossom season this year. FYI, the brand has released two limited-editions flavours since the beginning of the year (apple flavour and then strawberry flavour). This new seasonal flavour will be perfect for the « hanami » (cherry blossom viewing) moments but not only!

## Starbucks Sakura drink, Royal Milk Tea Sakura and Lipton Sakura milk tea

Like last year, Starbucks and Lipton have unveiled limited-edition products for the Sakura season. The chilled sakura tea latte Lipton and the Starbucks Sakura flavoured drink can be enjoyed on-the-go but not only. If you want to have a warm tea break at home, you can also opt for the instant powder Royal Milk Tea Sakura (sold in sticks). Perfect for all Sakura lovers!



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## Glico Pocky Sakura, Glico Sakura flavoured Cream Collon and Oreo Crispy Sakura Chiffon Cake

If you love the famous Japanese Pocky biscuit sticks, you'll love this new Pocky limited-edition. The pretzel sticks are covered in sakura-flavoured chocolate with chunks of salt and sugar. You also may know the popular cream-filled biscuits Cream Collon by Glico. For this spring, the brand has launched a matcha version with a sakura cream filling. And Nabisco Japan has also launched a new sakura flavour for its Oreo Crispy biscuits.

Appetizing, isn't it?

## Kit Kat Cherry Blossom Flavours

If you're a Kit Kat lover or a chocoholic, you may know that Kit Kats are the most popular confectionery treat in Japan. Since 1973, the brand launched more than 350 limited-editions of Kit Kats (seasonal and regional flavours). For the cherry blossom season, the brand has unveiled two limited flavours: sakura mochi and sakura Japanese sake (sold in a bag containing 12 mini Kit Kats).

