



KIT KAT CAMPAIGNERS: Pupils and staff at Highlees Community Primary School. (METP-12-03-12DL049).

Pupils' taste sweet success

By **DAVID SEYMOUR**
david.seymour@peterboroughtoday.co.uk
[twitter @ETdavidseymour](https://twitter.com/ETdavidseymour)

PERSUASIVE pupils at a city school are enjoying the sweet taste of success after successfully complaining to confectionary giant Nestlé about a wafer-less Kit Kat chocolate bar.

The 21 members of class 5BB at Highlees Community Primary School, in Ashton Road, have been rewarded with a bounty of free chocolate after each wrote a letter of complaint to Nestlé on behalf of their teacher, Cassie Swepson.

Miss Swepson had been left dismayed after she discovered her four-fingered Kit Kat, a reward from the school's head teacher Emma Ward for hard work, was lacking its signature wafer.

She said: "That's what the Kit Kat is. You have the Kit Kat to have the wafer in there, to have it as a Kit Kat, not to have it as a solid chocolate bar."

She added: "I was really upset because I was really looking forward to it."

Miss Swepson said her pupils spotted her disappointment and

The history of Kit Kat ...

THE name Kit Kat appears to have its origins in the late 17th century and a literary and political club in London.

The group met at a pie shop, owned by pastry chef Christopher Catling and called itself the Kit Kat Club, using an abbreviated version of his name.

In 1911, and for reasons unknown, the York-based confectionary business Rowntree's registered the names Kit Cat and Kit Kat, but it was not until 1937 until the name was first seen on the shelves as Kit Kat Chocolate Crisp - a re-brand of Rowntree's Chocolate Crisp.

decided to complain to Nestlé about the offending snack in what became an exercise in persuasive writing.

The pupils' sympathy for their teacher, and high standards in confectionary, bore fruit - or rather chocolate - with Nestlé delivering the class 48 four-fingered Kit Kats as well as a letter of apology and explanation of how solid Kit Kats inadvertently occur.

Miss Swepson said: "The children were really excited to get a letter back and get something back from it.

"I think they thought it was never going to happen."

And it was not just the pupils who were excited.

Miss Swepson added: "I jumped around a little bit. I was quite excited."

The childhood confection-

ary campaigners wrote back to Nestlé, thanking the company for its letter and gift.

They said: "Thank you once again for replacing the ruined Kit Kat. We are very pleased with your company and once again believe in you, we will be spending our pocket money on your lovely Kit Kats in the future."

A spokesman for Nestlé said: "Nestlé is always pleased to hear from its consumers.

"We take great pride in producing really good products and were sorry that Miss Swepson's Kit Kat was not up to our high standard but we hope our explanation and a box of Kit Kats for her class at Highlees Community Primary School more than makes up for the disappointment, and as a reward for the beautifully written letters they wrote to us."