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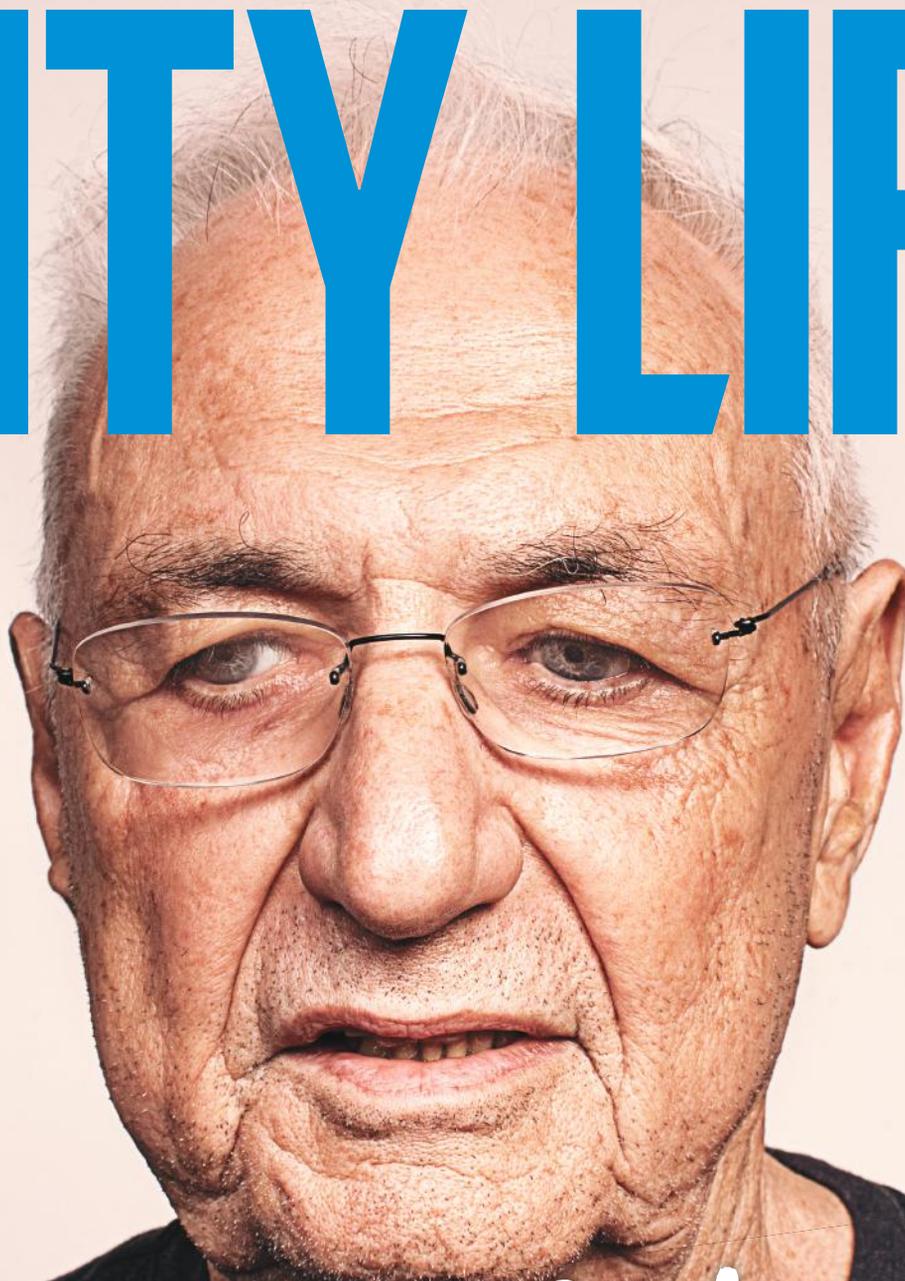
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KITKAT CHOCOLATORY NOW FLOWING AT YORKDALE

North America's first interactive KitKat Chocolatory brings fun, excitement and whimsy to your own KitKat-making creative experience

WRITTEN BY RICK MULLER

When we think of chocolate lovers in the world, we may think of the Swiss or perhaps those living in Germany or Belgium. But how about the Japanese?

With the popularity of the novel KitKat Chocolatory pop-up shop last year in downtown Toronto, KitKat

was led to establish North America and Canada's first permanent KitKat Chocolatory in November 2019 at Toronto's Yorkdale Shopping Centre.

When Canadians were introduced to this original concept, and upon learning more about it and searching its background further, many were surprised to learn Japan already has

eight permanent KitKat Chocolatories in urban centres to satisfy the country's seemingly never-ending sweet tooth.

So, just what is a Chocolatory, anyway? It's a clever and highly experiential approach to retail marketing and brand building in support of KitKat by owner Nestle. In these fun-filled and interactive chocolate emporiums

PHOTOS COURTESY OF KITKAT CHOCOLATORY



The fun and exciting Chocolatory environment is where you can indulge your sweet tooth and watch trained chocolatiers create the magic behind every KitKat bar

in highly desirable retail destinations, guests can create their own personalized KitKat bars.

Originally introduced in Britain in the 1930s by chocolate manufacturer Rowntree, KitKats are now sold in more than 100 countries. They were first exported to Japan in 1973 and became an instant hit, leading Nestle to experiment with its KitKat Chocolatory concept. The concept is popular from Hokkaido to Osaka to Tokyo, including massively popular and extremely large Chocolatories in such high-rent districts as Shinjuku and Ginza in Tokyo. KitKat Chocolatories can also be found in Brazil, Malaysia and Australia.

Now Canada has joined in the fun, and the KitKat Chocolatory at Yorkdale is introducing new features, further

elevating the chocolate bar-making experience.

The Yorkdale location was carefully chosen to be the home of Canada's first permanent KitKat Chocolatory. It is one of Canada's largest shopping centres, pulls in both locals and tourists, is connected by the TTC and attracts many new Canadians. It is also Canada's most productive shopping centre in sales per square foot, and it may surpass the \$2,000 mark next year.

At Yorkdale, the designers for KitKat Chocolatory have created a bright, fun, loud and immersive 1,200-square-foot space, which immediately creates excitement and the urge to roll up your sleeves and create your own bar with hands-on customization.

"KitKat Chocolatory is about creative expression and inspiring people

to reimagine the flavour possibilities at their fingertips," says Ryan Saunders, vice-president of marketing, Nestle Canada. "We are thrilled to be bringing KitKat Chocolatory to North America, where every KitKat becomes a canvas, making a break and something you can take but also create."

At the Yorkdale location, visitors can explore their inner chocolatier and make their own custom KitKat bar using white, dark or milk chocolate. There are more than 2,000 different flavour combinations, and visitors can choose from a menu of 16 premium ingredients to customize their bar with a personalized name or message, selecting three ingredients to top their bar. These provide a variety of flavours from choices that include rainbow sprinkles, rose petals, mini-