



# Circularity as a competitive advantage

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## Welcome to Fazer!

- HQ
  - Fazer Experience
  - Kindergarten
- 3 factories:**
- Chocolate
  - Biscuits
  - Bakery





On 17 September 1891,  
Karl Fazer opened a café on  
Kluuvikatu in Helsinki –  
a location where it still  
operates today.

# Fazer turns

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# 135

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# this year



OPEN HERE

Karl Fazer Milk Chocolate first appeared in 1922 in its famous blue wrapper, symbolising the nature of Finland. The iconic colour together with the Karl Fazer signature stand for taste and quality. All Karl Fazer chocolate is made using carefully selected ingredients, responsible quality and the best chocolate-making skills. You will be sure to fall in love with the taste.



# Celebrating 135 years of innovation and circularity





NET SALES 2025

1,200 million €

5,600  
EMPLOYEES

40  
EXPORT TO 40 COUNTRIES



# Fazer today



FAZER BAKERY



FAZER  
CONFECTIONERY



FAZER  
LIFESTYLE FOODS



80 BRANDS

#3 MOST REPUTABLE  
COMPANY IN FINLAND

2,000  
CONSUMER PRODUCTS

Quality  
Sustainability  
Innovation  
Digitalisation

The background image features several bakery items on a grey surface. In the foreground, a large, round, golden-brown bun sits on a wire cooling rack. It is topped with a thick, white cream swirl and a layer of translucent, spherical jelly-like toppings. To its right, another similar bun is also on a wire rack. In the background, a strawberry shortcake dessert is visible, consisting of a round cake base, a layer of white cream, and fresh strawberries. Several whole strawberries are scattered around the buns. The overall scene is brightly lit, highlighting the textures of the bread, cream, and fruit.

# UNLOCKING NEW SOURCES OF INNOVATION

# Circular thinking unlocks new sources of innovation



## TASTE THE FUTURE

An innovative concept developing new, alternative raw materials and resilient solutions



## SOLEIN2FOOD

Cooperation project with Solar Foods to introduce Solein® to food products



## OAT TECHNOLOGY 2.0

Pioneering ways of utilising oats



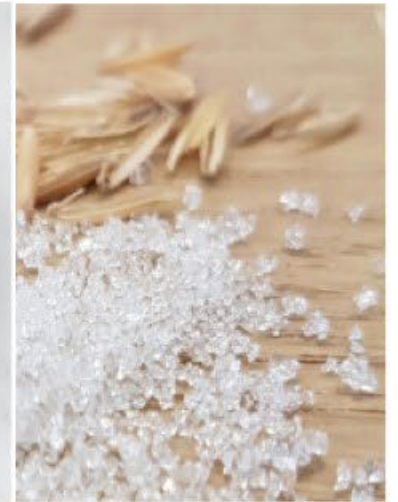
## SUSTAINABLE PACKAGING

Development of sustainable solutions for food packaging



## CELL-CULTURED COCOA

Cell-cultured cocoa as an option for the future of chocolate



## FAZER UPCYCLED

Side streams are developed into value-added ingredients



**CIRCULAR  
INNOVATIONS ARE SCALABLE,  
CREDIBLE AND COMMERCIALY RELEVANT**

# Case: Advancing food loss reduction



We use visually imperfect but edible products to create popular mixes like Makea Moka and the newcomer Mystery Mix Choco. The concept reduces food loss and offers consumers a unique, surprising taste experience.

Fazer Upcycled programme explores the use of side streams and develops new solutions to reduce food loss, both internally and together with our partners.

Our renewed Hävikkitalkoot zero waste concept offers previous-day products at 40% off, reducing food loss by up to 70% in participating Shop-in-Shop bakeries. The concept was also piloted in Gateau bakery shops.

Reducing food loss is a key part of our performance bonus target, and it is included in the objectives of every Fazer employee.

**We have reduced food loss by 24% from the 2020 baseline.  
Our goal is to halve food loss by 2030.**

# Case: Sustainable packaging



We optimised a packaging line, enabling the production of Karl Fazer Thins chocolate tablets use recyclable plastic, 3,400 kg less fibre-based materials, and 900 kg less metal.

The packaging of 15 candy bags, including Ässä and Tutti Frutti, has been transitioned from multi-material to mono-material plastics, enhancing recyclability.

We optimised the design of the Fazer Aito Choco Oat Drink Display, allowing dual functionality in both logistics and in-store promotion and reducing material usage. The design was recognised with the ScanStar and WorldStar prizes.

The packaging of our cake rolls as well as biscuit, marmalade and Wiener Nougat trays are made with 100% recycled plastic.

**Our ambition is to reduce, recycle and innovate for sustainable food packaging. We design our packaging for the circular economy. We have achieved material reduction and efficiency actions in our Packaging Development Programme.**



# CIRCULARITY AS A DRIVER OF CAPITAL EFFICIENCY AND LONG-TERM VALUE CREATION



BRAND

Fazer



Karl Fazer

MILK CHOCOLATE

Maitosuklaa  
Mjõlkchoklad



BRAND AND TRUST



# CIRCULARITY RESHAPES THE INTERNAL MINDSET OF THE WHOLE ORGANISATION





**Thank you!**

**Northern Magic. Made Real.**