



Press release  
09/08/2023

## **Fazer Alku's new high-fibre products are perfect for life on the go, and Geisha delights in new granola**

Made in Fazer's mills, the new high-fibre Fazer Alku mueslis and porridges and Fazer Alku Oat Fibre & Linseed Porridge offer a variety of breakfast and snack options to suit every taste. The nutty Geisha Granola is a welcome new flavour addition to brunches and other moments of indulgence.

### **The new Fazer Alku high-fibre products suit every taste**

Fazer Alku is known for its broad selection of high-quality mueslis, granolas, cereals and porridges. This autumn will bring several new additions to the product family that are perfect for breakfast, snacking, or a quick bite in the evening.

#### **Fazer Alku Berry-filled Wholegrain Muesli 600 g**

Fazer Alku Berry-filled Wholegrain Muesli contains lots of large wholegrain flakes – oats, rye, barley and wheat – and is packaged in a 600-gram recyclable paper bag. This muesli gets its freshness from lingonberries and sweetness from apples and raisins. It also contains sunflower seeds. The product is high in fibre and has been awarded the Finnish Heart Association's Heart Symbol. This new vegan product will be available in shops starting in early August.



#### **Fazer Alku Crunchy Fruit Muesli 600 g**

As its name suggests, Fazer Alku Crunchy Fruit Muesli contains crunchy wholegrain cereals and plenty of fruit: pineapple, papaya, banana and coconut. This muesli is high in fibre, vegan and packaged in a recyclable paper bag. It comes in a large package to make sure you won't run out of muesli for a good while. This new product will be available in shops starting in early August.





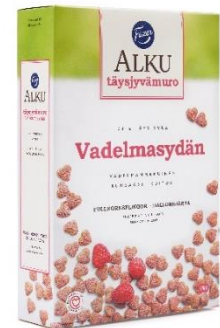
### Fazer Alku Protein Oat Cereal 450 g

This product gives the cereal aisle a much-needed protein boost: Fazer Alku Protein Wholegrain Oat Cereal is tasty, rich in fibre and contains no less than 22% protein. This crunchy cereal has a mellow oat flavour and is sweetened with apple juice. The product is vegan and has the Finnish Heart Association's Heart Symbol. This new product will be available in shops starting in August.



### Fazer Alku Raspberry Heart Wholegrain Cereal 375 g

Younger cereal lovers will be especially delighted by this heart-shaped, pink wholegrain cereal, which has a delicious raspberry aroma and flavour. This high-fibre product is vegan and has the Finnish Heart Association's Heart Symbol. This new product will be available in shops starting in August.



### Fazer Alku Oat Fibre & Linseed Porridge 500 g

Fazer Alku Oat Fibre & Linseed Porridge is rich in oat fibre and oat beta-glucan, which helps maintain normal cholesterol levels.<sup>1</sup> This new product combines oats and linseed to create a delicious flavour combination. The mix also includes oat bran. The cooking time for the porridge is five minutes on the stove and two minutes in the microwave. The product has the Finnish Heart Association's Heart Symbol and the Produced in Finland label. It comes in cardboard packaging with a handy carton spout. This new vegan product will be available in shops starting in early August.



### The new gourmet granola will delight all Geisha fans

A survey<sup>2</sup> of the MyFazer community asked respondents which candy flavour they would most like to see in the Fazer Granola product family, in addition to the previously launched Fazerina Granola and Dumle Granola. The survey received over 4,500 responses, and the overwhelming favourite was Geisha, receiving a third of all votes. Now this wish is being answered with the arrival of the delectable Geisha Granola in shops.



## Geisha Granola 375 g

With toasted oat granola, milk chocolate and hazelnut pieces, Geisha Granola is perfect for moments of indulgence, snacking, brunch and dessert. You can also use it in baking to add Geisha flavour to your creations. This product is high in fibre and will be available in shops starting in early August.



<sup>1</sup> As part of a balanced and varied diet and healthy lifestyle. Health benefits can be derived by eating at least 3 g of beta-glucans a day. One serving (1 dl / 40 g flakes) of Fazer Alku Oat Fibre & Linseed Porridge contains 1.4 g of beta-glucan from oats.

<sup>2</sup> Survey of MyFazer community members 8–15 May 2023. N=4,544.

### Images for editorial use:

<https://fast.fazer.com/l/JcXNhxBd8CX>

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### Fazer Group

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. Our mission, Food with a purpose, builds on our strong 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of approximately 5,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, and beyond with exports to some 40 different countries. Fazer's operations comply with its Code of Conduct that is based on the Group's values and the UN Global Compact. In 2022, Fazer Group had net sales of 1.100 million euros.

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