



# 125

REASONS TO  
CELEBRATE

Media release  
16 September 2016

## Fazer opens internationally noteworthy visitor centre – experiences for all the senses

This year marks Fazer's 125th anniversary and the main event of the year will be opening the Fazer Experience, Fazer's new visitor centre in Vantaa, Finland. The visitor centre offers a place to experience Fazer in a completely new way. It will form the area's architectonic landmark and become a target for international visits. A wide range of professionals, ranging from glassblowers to coders, has participated in creating the visitor experience. The Fazer Visitor Centre will be opened to the public in October 2016. For the first time in Fazer's history, the visitor centre can welcome individual visitors as well as groups.

17 September will mark 125 years from the day the young Karl Fazer opened his French-Russian café in Helsinki, Kluuvikatu Street, at the very same address where a Fazer Café still serves the public. Karl Fazer was a bold visionary who wanted to offer his customers new, professionally crafted sensations, and Fazer's new visitor centre carries on his heritage.

'Our new visitor centre is an experience for all the senses and a first of its kind in Finland. It is a considerable investment in Finnish design and work. We are very proud of the fact that we have been able to include so many top talents and, together, created something unique,' says President and CEO of the Fazer Group **Christoph Vitzthum**.

The visitor centre was designed by the architect studio K2S with **Mikko Summanen** as the main architect. SRV was responsible for constructing the building. The experimental exhibition was designed by **Kivi** and **Tuuli Sotamaa (Ateljé Sotamaa)** in cooperation with Fazer employees, and dozens of professionals have produced the artwork – from glassblower to coder and carpenter to composer.

The visitor centre offers a lot to experience and learn. You can walk among real cocoa trees, have a robot teach you about nutrition, move around a kinetic wood of tastes, experience a virtual factory tour wearing virtual goggles, learn about the origins of chocolate, try out a career as a miller and meet Fazer employees, starting with Karl Fazer. The entire visitor centre, including sound, furniture, items and artwork, has been especially designed for Fazer.





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**Fazer's new visitor centre:**

- The Fazer Experience will be opened on 1 October and from then, it will be open from Monday to Sunday.
- Free entrance to the Fazer Café and shop at the visitor centre.
- The exhibition can only be accessed with a guide. Guided tours will continue to be free of charge for school groups and children under the age of 7.
- It is recommended to book places on the one-hour guided tours in advance at [www.visitfazer.com](http://www.visitfazer.com). Tickets are available at the entrance, too.
- Meeting facilities at the centre have been designed to suit different needs and to be as inspirational as possible.
- At the meeting centre, you can organise children's birthday parties, learn the secrets of baking and get the top chefs' best tips for your home kitchen.

Fazer Experience, Fazerintie 6, 01230 Vantaa

Open from Monday to Friday 9 to 19, on Saturdays from 10 to 18, on Sundays from 12 to 18

[www.visitfazer.com](http://www.visitfazer.com)

[visitfazer@fazer.com](mailto:visitfazer@fazer.com)

#VisitFazer

Pictures:

[www.fazergroup.com/pictures](http://www.fazergroup.com/pictures) (Media\_Press – Visitor Centre)

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**Fazer Group**

Fazer is an international family-owned company offering quality bakery, confectionery, biscuit and grain products as well as food and café services. Fazer operates in eight countries and exports to around 40 countries. Fazer's mission is to create taste sensations. Fazer's success, ever since its establishment in 1891, has been based on the best product and service quality, beloved brands, the passion of its skilful people and the Group's responsible ways of working. This year marks Fazer's 125th anniversary and 150 years from the birth of Karl Fazer, the founder of this successful Group. In 2015, Fazer Group had net sales of more than 1.5 billion euros and nearly 15,000 employees. Fazer's operations comply with ethical principles that are based on the Group's values and the UN Global Compact.

*Makes the world taste good*

