



Media release
31 January 2018

Fazer's discussion events with the municipalities off to a lively start

On 30 January 2018, nearly a hundred people participated in Fazer's first discussion event with the municipalities at its Fazer Experience visitor centre in Vantaa. During the year, Fazer will arrange discussion events all over Finland to explore possibilities for new kinds of partnerships for providing municipal services in the future.

Fazer wants to have an active dialogue about how it can support municipalities and regions in producing food services with high quality and good cost effectiveness. During the spring, Fazer will organise a series of discussions with municipalities all over Finland.

In the first discussion event, the main speaker was **Ritva Viljanen**, the future mayor of Vantaa.

“In the future, the public administration will become more networked, consisting of different partnerships – between the state, municipalities, regions and private actors. Especially the health, social services and regional government reform will take fragmentation to a new level. The primary aim should be good and coordinated service, however – regardless of who provides the publicly-funded service. At the same time, we have to ensure that the rights of the citizens will not be diminished. The same language rights, openness and the right of appeal should remain, even if a publicly-funded service is provided by a private operator. That's why the ability to coordinate and communicate will be the true management skills of the future,” says Viljanen.

Through the discussions, Fazer wants to gain a better understanding of how the public and private sector could cooperate in a way that would benefit every Finn. In the future, Fazer wants to be a stronger food service partner of the municipalities and the future regions. At the moment, Fazer operates in about ten municipalities.

Food with a purpose

“Our mission is Food with a purpose. We want to build the future and improve the well-being of the citizens by making sustainable choices in the long-term. Food is significant for our daily well-being and the agility of the brain in different stages of life. It also has cultural significance in terms of food education for school children. Fazer Food Services is part of Fazer, and we have 3,300 food professionals working all over Finland,” says **Jaana Korhola**, Managing Director of Fazer Food Services Finland.



Future school food and brain food snacks were served at the event. “Our Brainhow programme creates research-based understanding of the impact of food and other living habits for the health of the brain. We aim to develop innovative solutions for maintaining brain capacity and well-being and for improving cognitive performance in the different stages of life,” says Jaana Korhola.

During the panel, this topic was discussed by **Ilona Lundström**, Director General at the Ministry of Employment and the Economy, **Jani Pitkäniemi**, Director of the Department for Local Government and Regional Administration of the Ministry of Finance, **Esa Jussila**, Municipal manager of Kärsämäki, and **Jaana Korhola**, Managing Director of Fazer Food Services Finland. They discussed, for example, what high-quality service means for the citizens of a municipality and what challenges and opportunities does the providing of high-quality municipality services pose. The discussion brought up thoughts about a new kind of future partnership.

Fazer Food Services, part of the family-owned company Fazer, is the leading food service company in the Nordic countries. Fazer has nearly 1,200 restaurants in the Nordic Countries, over 600 of which are in Finland. Our customer base consists of companies, institutions, day-care centres, schools and educational institutions, as well as sheltered accommodation and service homes for the elderly. We cooperate with government offices and municipal institutions, among others. Fazer focuses on continuous development of business, products and services to meet the changing needs and wishes of the Finns.

#fazerdiscussionswithmunicipalities #foodwithapurpose #fazerfoodservices

Further information:

Additional information

Fazer’s media phone line is open on weekdays from 8 to 16: +358 40 6682 998.

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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 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. In 2016, Fazer Group had net sales of 1.6 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.

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