



MEDIA RELEASE
Free for release
2 May 2018

Fazer's new products this summer

Fazer's summertime delicacies have long attracted much attention on social media. And consumers in Finland are particularly looking forward to Karl Fazer Domino chocolate, a union of two winning brands. All the products are manufactured in Finland: the large chocolate bars plates in Vantaa, confectionery in Lappeenranta, and xylitol products at Finland's only chewing gum factory, in Karkkila.

Karl Fazer Domino 195 g

Genuine Fazer Blue is finally being matched with Finland's most beloved brand of biscuit. Silky soft milk chocolate containing pieces of crunchy Domino biscuits.



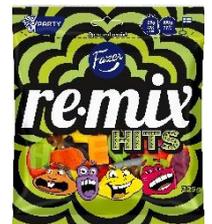
Kismet Mini 145 g

In addition to the 55-gram bars, the genuine and original Kismet chocolate bar is now available as 9.8-gram minibars in a bag. These are easy to share and great with coffee, as a dessert, or for a little treat.



Remix Hits 325 g

This unbeatable addition to the Remix hit factory offers a rich blend of fruit, strawberry, liquorice and chocolate sweets. Ten completely new flavours! The best sweet blend of the summer has something for every taste.



Tutti Frutti Sport Edition 180 g

The summer's football-craziest hit! A perfect seasonal product for the summer playing fields. Delicious fresh flavours: strawberry, rhubarb, lemon, lime and cranberry. Suitable for vegans.





Dumle Banana Seasonal edition 220 g

The 17-year wait is over – an old favourite is back! This seasonal product is on sale for a limited time, and is perfect for family holidays, at the summer cottage and for midsummer.



A brand new look for the only Finnish chewing gum

- Xylimax Pro Trio full xylitol chewing gum 130 g**
- Xylimax Pro Peppermint full xylitol chewing gum 80 g**
- Xylimax Pro Sweet Mint full xylitol chewing gum 80 g**



Xylimax stands out with a lively striped design. The only chewing gum made in Finland is made in Karkkila. Sweetened with 100% xylitol.

Karl Fazer Blueberry Truffle 270 g

A new wrapped confectionery with a mouth-watering milk chocolate covering, under which is a rich truffle filling with authentic blueberry. This new flavour is well suited to the Finnish summer and to special summer moments, for example as an additional gift for graduation ceremonies, holy communion and confirmation parties, birthdays, gifts on summer visits, Midsummer, summer parties, visiting family or relatives, summer cottage visits or crayfish parties. The new, high-quality top-opening packaging also makes a great-looking gift. The sweets can be served directly from the beautiful box.



Print-ready images

www.fazergroup.com/pictures – Media_Press – Candy Novelties Summer 2018



More about

Karl Fazer large and small chocolate bars: Senior Brand Manager Rasmus Bange, tel. +358 50 303 2849

Dumle: Senior Brand Manager Kirsi Nordberg, tel. +358 40 558 0526

Kismet, Suffeli, Susu, Fazerina, Pätkis, DaCapo, Jim, Fami, American, Avec: Senior Brand Manager Annukka Storm, tel. +358 40 532 5771

Marianne, Omar, Pihlaja, Parhain, Marmeladi, Eucalyptus, London Drops, Tyrkisk Peber, Angry Birds, Moomin: Senior Brand Manager Susanna Brummer, tel. +358 40 742 9495

Re-Mix, Ässät, Pantteri, Tutti Frutti: Marketing Director Anne Repo, tel. +358 40 533 0352

Chocolate confections and seasons: Senior Brand Manager Helen Ojamäe, tel. +358 40 678 7179

Liisa Eerola, Director, Confectionery Communications and Group Partnerships, tel. +358 44 710 8860

Fazer's media phone line is open Mon–Fri from 8 am to 4 pm, tel. +358 40 668 2998

Email addresses are of the form firstname.lastname@fazer.com

Fazer Group

Fazer is an international family-owned company producing quality bakery, confectionery, biscuit and grain products, plant-based meals, milk-free products, take-away foods and drinks, as well as catering and café services. Fazer's mission is Food with a Purpose. Fazer operates in eight countries and exports to around forty 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 staff, and the group's responsible ways of working. In 2017, Fazer Group had net sales of EUR 1.6 billion 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