



Media release
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Fazer participates in Tubecon, 17–18 August

Fazer is participating for the first time in Tubecon, held this year on the 17th and 18th of August. Tubecon 2018 is being held in the Messukeskus fair centre in Helsinki, and it's Europe's largest YouTube culture event. It brings together Finland's leading YouTubers and their thousands of fans.

The Fazer Food Track area is right in the heart of TubeCity, and will also follow the main theme of My Story – Minun Tarinani with My Food Day. Junior Master Chef 2018, **Otto Leskinen**, and the Fazer Culinary Team's top chefs will be showing their skills in the onstage kitchen along the YouTubers. The programme includes the "Hei me kokataan!" food competition, a cake workshop, blind tasting and much more.

In the food area, based on the day's meal rhythm the My Food Day theme takes the participants through various functional points to think about their own food day. At the event, Fazer will also announce the results of its All Time School Food survey, which was carried out as part of the School Meals 70 Years celebrations. Fazer's grain products will also be displayed in the food area, and there will be a confectionary bar in the VIP area.

Fazer Food Services operates in about 60 schools in Finland, and serves 34,000 schoolchildren daily. "Participating in the Tubecon event is part of Fazer Food Services' School Meals 70 years celebrations, which culminates in our theme week in our school restaurants from the 27th to 31st of August", says Fazer Food Services Senior Brand Manager **Merja Olari-Sintonen**.

The right to eat well

Fazer aims to make food with a purpose and promote holistic wellbeing at all stages of life. Because everyone should have the opportunity to eat healthily, Fazer is developing a school meal experience together with customers, children and young people.

According to a survey commissioned by Fazer and conducted in early 2018 by Innolink, parents and guardians are concerned about the wellbeing of their child or teenager during and after the school day. Over a quarter (27 per cent) were very concerned that their child's diet wasn't balanced enough. More than one-fifth of respondents were very concerned about their children's ability to concentrate, and about their getting enough exercise and sleep.

"We also want to use these findings to help children and young people in their day-to-day choices, and to help them understand the importance of nutrition for coping, concentration and learning at school. Of course, we also understand the big effect that friends and media and popular culture have on young people's choices", says Olari-Sintonen of Fazer's decision to be part of Tubecon. "It is important for us as a partner to schools to help with food education tasks that are part of the school curriculum, to



improve communication between the school and parents and guardians, and to help children and young people to discover new foods and flavours”.

My Story – Minun tarinani

Visitors will get to check out what’s on offer in the TubeCity event area and follow panel discussions, meet YouTubers, watch performances, and more. In the Creator area, novice video makers can get to learn more about YouTubing. Among the big names at the event are Finland’s most popular video blogger Roni Back, Justimus, Miska, Mandimai and Deata. There is no age limit for the event. As many as 20,000 visitors to Tubecon are expected over the weekend, with about 200 YouTubers. The theme for Tubecon 2018 is My Story. The aim of the event is to make YouTube culture more visible in Finland. Tubecon gives young YouTubers the chance to meet and strengthen connection with each other and with their followers.

Read more on the event and the programme: www.tubecon.fi/ohjelma
#munkouluruokani #tubecon #tubecity #ruokaystävä #ruokaajollaonmerkitys
#fazerfoodservices

Further information:

The Fazer media phone line is open Mon–Fri from 8 am to 4 pm, tel. +358 40 668 2998, media@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 uphold ethical principles that are based on the group’s values and the United Nations Global Compact.

Makes the world taste good