



## Fazer's new visitor centre will offer a unique experience

Fazer is building a new state-of the art visitor centre at its factory area in Vantaa, Finland. The new centre will expand the capacity of Fazer's visitor marketing and develop the company's visitor marketing concept into a more educational brand experience.

Fazer has welcomed visitors to its factory area for over 60 years and is a very popular destination. In fact, about 50,000 people visit Fazer every year and many more would like to come. The main part of the visitors are Finnish schoolchildren and students. In addition, increasing amounts of visitors come from Sweden, Russia, Estonia and Japan.

Fazer has now made the decision to build a new visitor centre to better accommodate the steadily increasing stream of visitors. The new centre will offer the visitors a more educational experience, introducing them to Fazer's wide variety of products, long history, corporate responsibility work and innovations. It gives Fazer the opportunity to continuous and live interaction with consumers and for receiving open feedback and development ideas.

"Fazer has a long tradition of open engagement with our stakeholders. We can offer our customers, consumers and stakeholders a unique experience by inviting them to visit our headquarters and production site. The fact that our facilities are located in the metropolitan area makes them easy to access, and we have not been able to host all groups that would like to come. I am happy and thrilled about the decision to build a new visitor centre. It will enable us to create an inspiring and educational brand experience," says **Christoph Vitzthum**, President and CEO of Fazer Group.

"Vantaa city is very pleased about Fazer's decision. We are sure that Fazer will create an unique brand experience and attract even more visitors to Vantaa. This will support the local economy and be a highly-welcomed addition to our other family-based attractions," says **Jose Valanta**, Director of Business Development of the city of Vantaa.

In addition to the new visitor centre, Fazer will also build a new meeting centre and renovate parts of the existing office building. New traffic arrangements and meeting practices in the area will increase the security and allow access to an increased number of daily visitors.

The Finnish company K2S Architects Ltd. will plan the new buildings. The construction work will start in autumn 2015 and the visitor centre and meeting centre will be finished by the end of 2016.

"Fazer is a family-owned company that has had production in Vantaa since the 1950's. Vantaa is an important area for us. We want to benefit also other actors within the Vantaa area by attracting more visitors to Fazer. I'm very much looking forward to seeing the plans for the buildings, and even more to receiving guests in our new centre," says Christoph Vitzthum.

### Additional information:

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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 more than 40 countries. Fazer's mission is to create taste sensations. The company'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 company's responsible ways of working. The goal is to share the taste of good life every day. Fazer Group's net sales in 2014 amounted to more than 1.6 billion euros and the company has over 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*