



Experience

Welcome to the heart of Fazer

Experience the familiar Fazer in a new way – using all your senses

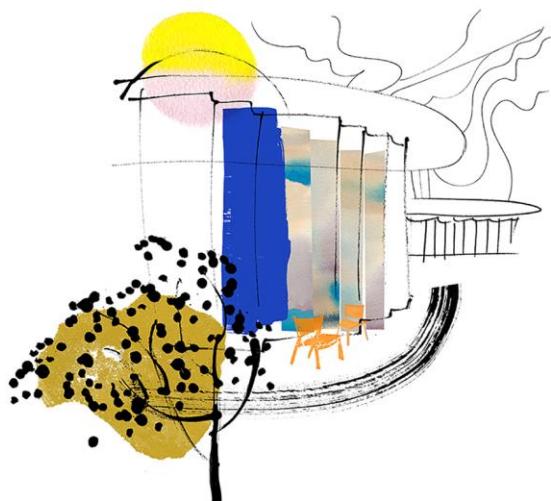
The Fazer Experience, Fazer's new visitor centre, will open in Vantaa, Finland on 1 October 2016. This international experience destination was built at the heart of Fazer, given that the surrounding factories are making Fazer confectioneries, biscuits and bakery products at full steam. Everyone is welcome to come to the visitor centre to experience Fazer comprehensively, with all senses. In addition to groups, the new visitor centre is open to individual visitors. The same building houses an exhibition space, a Fazer Café and a shop.

Fazer Experience also provides meeting services and organises various events, from cooking and baking schools to children's birthday parties. With the new visitor centre, Fazer wants to offer an increasingly rich and educational customer experience. The visitor centre is being opened to celebrate Fazer's 125th jubilee year, to continue the tradition of visits. Many visitors remember their visit to Fazer going back many years. This is the experience that Fazer now wants to bring to a new level.

Fazer Experience is full of different experiences

The visitor centre offers plenty of opportunities to experience and learn new things. It allows you throw a sweet birthday party, in which the birthday girl or boy and their guests get to have an adventure at the exhibition and decorate muffins. Every partygoer also gets to take home a surprise bag filled by Fazer. In addition, the visitor centre organises various events and courses, such as:

- The sweet bun school introduces visitors to the secrets of baking by hand and teaches them to bake sweet pastries with traditional methods under the leadership of professional bakers. Rising, in addition to the dough, is the team spirit, and visitors can pack up the treats they have made and take them home.
- The bread school teaches visitors how to make traditional bread based on a sourdough starter under the guidance of Fazer's own bread masters. Looking for a crispy crust and a centre as soft as a cloud, not forgetting delicious taste? You can pack up the treats you just baked and take them home.





Experience

- The chocolate school offers a sweet information package on chocolate and a mouth-wateringly good time together. An hour will provide you with a lot of knowledge about chocolate's journey from cocoa bean to chocolate and let you taste various types of cocoa under the leadership of Fazer's chocolate expert.
- The cooking school will have you preparing a wonderful four-course dinner together with Fazer's chefs. The participants are taught by top chefs and, by the end of the evening, get to enjoy the taste sensations they have created with their own hands.

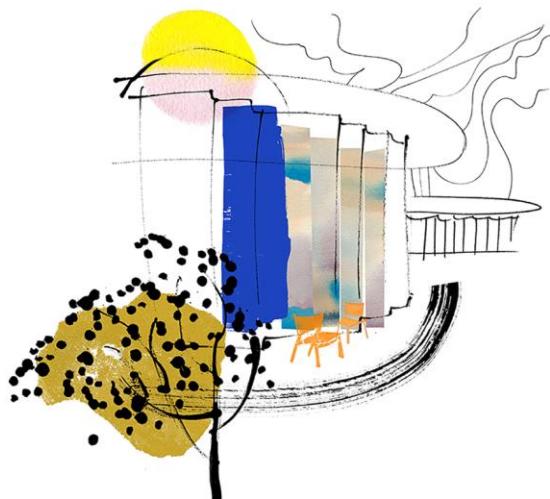
Enjoy treats on site and take your favourites home with you from the factory shop

In addition to the exhibition, the visitor centre is home to Finland's twelfth Fazer Café and a shop of its own, which can also be visited without a ticket. The Fazer Café serves sweet and savoury taste sensations and high-quality handmade breads, chocolates and pastries. The café's selection also includes a range of special coffees and smoothies as well as a delicious lunch selection with salads and toasted sandwiches.

The visitor centre's factory shop is every foodie's paradise and allows visitors to buy Fazer's products from chocolates to crisps and wedding confectioneries to biscuits. The shop also sells unique design, such as blown glass articles designed specifically for Fazer. In the future, Fazer's new products will arrive on the shelves of the visitor centre's shop first, before any place else.

Versatile conference facilities and services

Fazer Experience's premises offer versatile meeting services to groups small and large, including up to 180 people. The spaces can be used creatively and combined flexibly. The selection includes the spacious Karl Fazer Hall, the inspiring Idea Bakery and a glass-walled space built on the roof, terrace included. The facilities have been designed to be lively and interesting – among other things, the centre features video installations and a green roof. Various taste sensations are available on order with meetings, in addition to which visitors can get to work themselves, from relaxed chocolate tastings to lessons that demand more concentration, held by chefs.





Experience

Opening hours:

Mon–Fri 9:00 – 19:00

Sat 10:00 – 18:00

Sun 12:00 – 18:00

Contact details:

Fazer Visitor Centre

Fazerintie 6

01230 Vantaa, Finland

Tel. +358 40 6725252

www.visitfazer.com

visitfazer@fazer.com

Tickets: (guided tour, 1 hour)

Adults €12

Students and pensioners €10

Children aged 7-17 €8

Children under 7 and groups of schoolchildren
and students with advance booking free of charge

Free admission to the Fazer Café and shop areas

Fazer Experience in numbers

- Fazer's visitor activities began more than 60 years ago.
- Approximately 50,000 people a year have visited Fazer's factory area.
- The new visitor centre covers 3,207 m². The total area of the visitor centre, the new main entrance to Fazer that will open beside it later and the conference facilities is 5,134 m².
- At its busiest, there were 150 people working on the site.
- The steel structures of the building's frame weigh approximately 380,000 kg.
- The building includes 2,320 m² of terrazzo floors.
- The building's façade includes 900 m² of glass.
- The exhibition works form an entity including more than 20 exhibits.
- The visitor centre employs 22 permanent employees.

