



Media release
12 January 2017

Fazer Experience visitor centre opened in October 2016 and was well received

The main event during Fazer's 125th anniversary was the inauguration of the Fazer Experience visitor centre on 17 September 2016, exactly 125 years from the day Karl Fazer opened his first café in Helsinki. Fazer's 60-year-long traditions of receiving visitors acquired a new dimension when the doors of Fazer Experience opened to the public. The centre has become very popular: during the first three months, it has had over 30,000 visitors and received excellent feedback.

The Fazer Experience visitor centre comprises an exhibition area, Fazer Café, shop, meeting services and events ranging from cooking and baking schools to children's birthday parties. The exhibition can only be accessed with a guide. Half of the visitors are individuals, families, corporate and meeting guests, groups of friends, tourists, associations, etc. The guided tours are free of charge for children under the age of 7 and groups of school children, who form the largest single group of visitors. The weekend brunch at the café has also become very well liked.

Fazer's target is to offer visitors an inspiring and interactive visit, where everybody will be able to experience Fazer their own way and learn new things. The exhibition creates experiences for all the senses, making use of the exhibits and cutting-edge technology. Visitors can become acquainted with Fazer's operations, extensive assortment, long history, corporate responsibility and innovations. Well-being and the balance of pleasures are also important themes. The unique exhibition was planned by Tuuli and Kivi Sotamaa from Ateljé Sotamaa together with Fazer employees.

Fazer Experience is Steel Construction of the Year

The inventive architecture makes the visitor experience fresh and different. Fazer Experience received a noteworthy acknowledgement in November 2016: the Finnish Constructional Steelwork Association granted Fazer Experience the "Steel Construction of the Year" award. According to the jury, the architectural dimension of Fazer Experience is splendid and it leans on highly skilled steel and glass work. In spring 2015, Fazer put out an architecture



tender which was won by K2S Architects Ltd. with the designers Kimmo Lintula, Niko Sirola and Mikko Summanen. They ended up with a round one-storey building with glass walls, intending to make something different out of it. Steel construction was the only way to make the desired solution work.

“The building is a combination of contemporary design and traditional materials. We wanted the architecture to be clear and elegant, but in a new way. The geometric playfulness is one of the building's recurring themes, in addition to which we wanted the design language to reflect Fazer's values. The softly rounded shapes of the visitor centre and conference centre symbolise Fazer's familiar logo and sustainable development – the curves also allow for the free intertwining of the premises and shapes. There are no clear limits; the space and light glide freely instead,” says the chief architect Mikko Summanen on the building's visual appearance.

“Our new visitor centre is an experience for all the senses and a first of its kind in Finland. It is a considerable investment in Finnish design and work. We are very proud of the fact that we have been able to include so many top talents and, together, created something unique,” says President and CEO of the Fazer Group Christoph Vitzthum.

Customer oriented, valuing traditions and peeking into the future

From the very beginning, the customer experience has been the leading star in developing Fazer Experience, and it is constantly monitored, for example, through questionnaires. The visitor centre is a place where the digital future and artisan traditions meet. The building was realised by dozens of builders, artisans and creative designers. Finnish materials dominate the visitor centre's internal and external surfaces.

The visitor experience actually starts before one enters the building. There is an outdoor garden growing useful plants and crops that Fazer uses as raw materials: rye, oat, wheat, barley, fruit trees, berry bushes, sunflowers, rapeseed and sugar beet. This theme continues in the tropical indoor garden, crowned by a cocoa tree now in bloom. The exotic fruit and spice plants thrive in the good care of a horticulturalist, in a moist and warm temperature of approximately +28°C. The inner garden brings real nature within the reach of the visitors and appeals to people in all ages.



Finland 100 and seasons visible in operations

Current topics and seasons are reflected in Fazer Experience's happenings, visual image and exhibition. During the Christmas season, the Visitor Centre welcomed both St Lucy and Santa Claus. During school holidays, it offers special programme, such as arts and crafts courses and outdoor events. Finland 100, Mannerheim and protecting the Baltic Sea will be among the topical themes in 2017.

Our mission is to create taste sensations. The Fazer Café and its delicacies offer opportunities for enjoyment and togetherness, and the Visitor Centre's shop offers over 400 articles to bring back home or serve at parties. Fazer wants to be part of people's celebrations and make the world taste good, every day.

Visit our stand 6h2 at the Matka 2017 travel fair at the Messukeskus Expo and Convention Centre in Helsinki 19.-22.1.2017.

Pictures:

www.fazergroup.com/pictures (Media_Press – Fazer Visitor Centre)

Additional information:

www.visitfazer.com #visitfazer

Anu Kokko, Director, Fazer Experience Visitor Centre, tel.: +358 40 504 2746

Fazer Experience Visitor Centre, Fazerintie 6, 01230 Vantaa, Finland

Opening hours Mon-Fri 9-18.30, Sat 10-16.30, Sun 11-16.30

Fazer's media phone serves Monday to Friday from 8 to 16, tel.: +358 40 668 2998

Emails are in the form firstname.lastname@fazer.com

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. This year marks Fazer's 125th anniversary and 150 years from the birth of Karl Fazer, the founder of this successful company.

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