



Karl Fazer Milk Chocolate once again Finland's most valued brand

Karl Fazer Milk Chocolate has once again received first place in Finland's most valued brands survey. Fazer itself placed third in the survey.

The *Markkinointi & Mainonta* magazine and the market research company Taloustutkimus run the survey every year. The survey studied how much value Finns place on 958 different brands. The choice was made by Finns between the ages of 15 and 79.

"The Karl Fazer Milk Chocolate brand has been built with love jointly with the Finnish public since 1922, and has become practically an iconic piece of Finland," says Managing Director of Fazer Confectionery **Rolf Ladau**. "Karl Fazer chose blue as the packaging colour of his famous milk chocolate, because, to him, it represented his homeland and Finnish nature. And it is an especially great honour to be chosen as Finland's most prestigious brand in this- the year of Finland's centenary of independence."

The 2017 top ten most valued Finnish brands are:

1. Karl Fazer Milk Chocolate
2. Fiskars
3. Fazer
4. Lego
5. Joutsenmerkki (Swan Label or Nordic Ecolabel)
6. Abloy
7. Hyvää Suomesta label (the Swan Flag)
8. Avainlippu (the Key Flag symbol)
9. Valio butter
10. Iittala

More about

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

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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 around 40 countries. Fazer's mission is Food with a purpose. 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 people and the Group's responsible ways of working. In 2016, Fazer Group had net sales of 1.6 billion euros 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.

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