

Johan Rosenblom appointed MD of Fazer Retail

Fazer will form a new Business Unit, Fazer Retail. It will include the Fazer Bakery Shop Business Unit, which operates in Finland and in Sweden, and the Fazer Cafés Business Unit operating in Finland. Johan Rosenblom has been appointed Managing Director of the new Fazer Retail Business Unit.

Expanding its own retail is one of the strategic initiatives and value drivers defined in Fazer's new strategy. Fazer will strengthen its direct-to-consumer business by continuing to carry out its bakery shop and café expansion strategy, exploring the possibility to add new concepts.

Johan Rosenblom has been appointed Managing Director of the Fazer Retail Business Unit from 8 January 2018.

Johan Rosenblom has a proven track record of leading and developing strong consumer-driven brands in the retail sector. He will join Fazer from Starbucks, where he set up their network of stores in Sweden. Johan Rosenblom also has broad experience in marketing and communications as well as a strong business acumen.

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.

Makes the world taste good