



## Fazer Experience Visitor Centre drew over 180,000 visitors in 2017

Since it opened in autumn 2016, the Fazer experience centre has been steadily growing in popularity. The centre drew over 180,000 in 2017, of whom nearly 100,000 took a guided tour. The centre is a particularly attractive destination for families, tourists and schools, but is also increasingly favoured by companies and associations for meetings and recreational activities. The Fazer Experience Visitor Centre consists of an exhibition, a Fazer Café, a shop, meeting services and various events. In 2018, the offerings at the centre will be complemented further by new event concepts and traditional seasons.

Fazer has been arranging activities for visitors for over 60 years. After the opening of the new centre for Fazer's 125th anniversary in autumn 2016, its popularity has continued to grow and grow. There have been over 180,000 visitors annually, with nearly 100,000 people taking a guided tour. Visitor feedback has been excellent. One sign of this is that the centre has been awarded Tripadvisor Certificate of Excellence. "I'm delighted that Fazer is a destination that interests people, and that many visitors keep returning. Every interaction promotes continuous development, dialogue and continuously better understanding of customer needs", says **Ulrika Romantschuk**, EVP, Communications & Branding of Fazer Group.

### Fazer Experience events in 2018 offer fun for all ages

January offers a chance to learn how to make sourdough bread on our baking course. There is a tapas dinner on Valentine's Day, 14 February, and before that, on Saturday 10 February, visitors can start preparing treats of their own in a chocolate confectioner's class. There will be more frequent guided tours during the week of the skiing holiday, 19–25 February, when schools are closed. Baking classes for all the family will be held from 21 February onwards. On Easter weekend, 30 March–2 April, there will be adventures with an Easter bunny and Easter egg painting.

Fazer is a business partner of the SOS Children's Villages, and has been involved in supporting the organisation for over forty years. Anthony Ubaud's photography exhibition *Big Dreams* is part of the SOS Children's Village campaign to encourage children to have high hopes for their futures. The exhibition is still running at the visitor centre throughout the spring. Anthony Ubaud grew up in a SOS Children's Village in Tapiola in Espoo, Finland, and he now wants to give back to the organisation in recognition of the support and opportunities he received there. A safe upbringing and many hobbies provided meaning to his life and, ultimately, helped him become a photographer. Now, Anthony is living his own dream as a photographer and father.

### Find it first at the Fazer Experience shop

People come to the Fazer Experience shop from far and wide – which is hardly any wonder, since Fazer's new products are always for sale there before anywhere else. Some specialties, such as special batches of biscuits made from Fazer's long-loved Green Jellies have practically created a stampede to the shop, thanks partly to the social media buzz surrounding them. The shop sells over 400 different products, with everything from presents, home party offerings, and other goodies that are not



available anywhere else. Our range changes with the seasons, and the first Easter products become available already at the end of January and the start of February.

### **Fazer Café Fazerila – a great place to meet and relax**

As with the shop, the Fazer Café in the visitor centre is also open to everyone. At the Fazer Café Fazerila, you can indulge in a hearty breakfast any day of the week, and enjoy wonderful speciality coffees and piping-hot soup or a refreshing salad for lunch. Our warm-hearted weekend brunches every Saturday and Sunday are so popular that for bigger groups, in particular, it's well worth making a table reservation. An enjoyable seasonal touch is guaranteed by Runeberg tortes, special Shrovetide rolls, and other mouth-watering treats at just the right time of year. You can also buy artisan breads, cakes and pastries to take away.

### **Visitor centre activities**

The visitor centre provides inspiring and interactive experiences where everyone gets to know Fazer in their own way, and to make exciting discoveries and learn something new. A good balance between well-being and enjoyment is one of the visitor centre's main themes. The visit is made even more memorable thanks to the centre's vibrant and original architecture. The Finnish Constructional Steelwork Association awarded Fazer's visit and meeting centre its Steel Structure of the Year award in November 2016. In addition, in spring 2017, the building was awarded the Kehäkukka architectural prize by the City of Vantaa.

Fazer's own guides introduce exhibition visitors to the centre in one-hour guided tours. The exhibition provides an introduction to Fazer's business and the company's wide range of products and long and distinguished history. Visitors will also learn about Fazer's commitment to being a responsible and innovative company. Another stop-off on the guided tours of the visitor centre that has become a firm favourite is our tropical garden, where the familiar flavours of cocoa, cinnamon and pepper can be seen in their natural state. In short, the Fazer Experience Visitor Centre caters for all the senses, and the unforgettable storytelling is helped along by imaginative use of the latest technology.

### **Print-ready pictures:**

[www.fazergroup.com/pictures](http://www.fazergroup.com/pictures) (Media\_Press – Fazer Visitor Centre)

### **More information and reservations:**

[www.visitfazer.com](http://www.visitfazer.com) [visitfazer@fazer.com](mailto:visitfazer@fazer.com) #visitfazer

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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 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 EUR 1.6 billion, and nearly 15,000 employees. Fazer's operations uphold ethical principles that are based on the Group's values and the UN Global Compact.

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