



Media release
31 March 2020

Fazer starts collaboration negotiations regarding temporary lay-off of shop-in-shop bakeries' employees

Fazer starts collaboration negotiations regarding its entire shop-in-shop bakery business. The negotiations will involve 597 employees in Finland. Fazer plans to temporarily lay off part of its shop-in-shop bakeries' employees due to the situation caused by the coronavirus epidemic.

“Consumers’ purchasing behaviour has changed with the coronavirus epidemic. Packed bread sells well, but the sales of pick 'n' mix products and hand-baked, paper-bagged bread are decreasing in many stores. We believe the change in purchasing behaviour is temporary and caused by these exceptional circumstances,” says Managing Director of Fazer Bakery Finland **Markus Hellström**.

“The situation is severe for our business and may continue for several months. Thus, we are planning on adjusting our operations. To minimise the impact of the potential lay-offs on our employees, we are offering our staff the possibility to use their annual leaves and other paid leaves, and we are also trying to find them temporary work at Fazer’s other units. We will support each and every one of our employees in this exceptional situation and try to find the best possible solution,” continues Hellström.

At Fazer’s shop-in-shop bakeries, artisan bread is baked on-site, using local flour from Fazer’s own mill. The shop-in-shop bakeries are identified by the name Fazer Leipurit, and they are located inside grocery stores as separate bakeries. Fazer currently has 92 shop-in-shop bakeries around Finland, employing approximately 600 people. During the coronavirus epidemic, only pre-packed products are sold at Fazer’s shop-in-shop bakeries to ensure that consumers can feel safe when making purchases.

Additional information:

Anniina Niemistö, Director, Communications, Fazer Bakery Finland
anniina.niemisto@fazer.com, tel. +358 40 6744 672

Fazer’s media phone tel. +358 40 6682 998 Mon-Fri from 8 to 16 EET,
media@fazer.com



Fazer Group

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. In 1891, the young Karl Fazer opened his first café with a mission to make food with a purpose – and a passion to create moments of joy for all the people around him. Shaping the next tastes, traditions and food experiences, Fazer builds on its strong heritage, consumer first approach and innovations to create the sustainable food solutions of the future. Fazer is focusing on its fast-moving consumer goods and direct-to-consumer businesses, transforming into a modern sustainable food company with a joint direction. The Group operates in nine countries and exports to around 40 countries. In 2019, Fazer Group had net sales of 1.1 billion euros and almost 9,000 employees. Fazer's operations comply with ethical principles that are based on the Group's values and the UN Global Compact.

Northern Magic. Made Real.