



Media release

26/10/2020

## **Moomin chocolate drops will be the first foodstuff to be packed in the wood-based Paptic® Gavia material**

**Fazer is committed to building a sustainable future and this includes the introduction of new packaging solutions. Moomin chocolate drops will be the first ever foodstuff to be packed in the new Paptic® Gavia material made from renewable resources. Moomin chocolate drops will be available as of 26 October in the K Group's grocery stores and in Fazer's own channels.**

Traditionally, chocolate drops have been packed in plastic bags or carton boxes but, in line with its sustainability strategy, Fazer is always looking for new ways to build a more sustainable future. Fazer's Moomin chocolate drops will be the first ever foodstuff to be packed in the new Paptic® Gavia package. Paptic® Gavia is a wood-based material with a minimum of 80% of raw materials from renewable sources, for instance certified Nordic forests. Packages made from this state-of-the-art material can also be recycled again.

### **Towards more sustainable packaging**

The right packaging solutions ensure food safety and minimise food waste. "Packaging protects the product and reduces unnecessary food waste. And reducing food waste is one of the key ways of minimising the adverse environmental impacts of food production," says **Sari Sarin**, Head of Sustainability at Fazer. "For the environment, sorting packages correctly is crucial. To make sorting easier, we have introduced clear recycling markings to our packaging this year."

In addition to optimising packaging, Fazer favours recyclable, reusable and renewing packaging materials. The Fazer Experience Visitor Centre has had bags made of Paptic® Gavia already for some years, and now the material has been taken into use in the Fazer Moomin chocolate drops bags. Fazer and the Moomin brand have been collaborating for decades. "We share also the same sustainability values, and Moomin chocolate drops are suitable to be packed in the Paptic® Gavia material, so it was a natural choice," says Sarin. Fazer has exclusive right to use the material in confectionery packages in the Nordic and Baltic countries until the end of 2021.



## Fazer and the K Group – together for the environment

Moomin chocolate drops will be available as of 26 October in the K Group's grocery stores and Fazer's own stores. The bag contains white and red chocolate drops, which makes it a perfect little gift in the holiday season, for example.

"Conscious consumption is a growing trend. Our customers are interested in decreasing and recycling plastic, and they turn to us for help in this. By buying products that utilise the circular economy, our customers can perform actually sustainable actions in their daily lives," says **Timo Jäske**, Vice President, Sustainability at K Group's grocery trade.

### Further information

Liisa Eerola, Head of Communications, tel. +358 44 710 8860, [liisa.eerola@fazer.com](mailto:liisa.eerola@fazer.com)

The Fazer media phone line is open Mon–Fri from 8 am to 4 pm, tel. +358 40 668 2998, [media@fazer.com](mailto:media@fazer.com)

Established in 2015, Paptic Ltd's mission is to address the global plastic waste problem by developing wood-based alternatives for plastic films. Paptic® Gavia is a heat-sealable material that has been developed in cooperation with manufacturers of clothing, toys, soft tissue and confectionery. For more information: <https://paptic.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 those around him. Shaping new tastes, traditions and food experiences, Fazer is heading towards perfect days. Fazer builds on its strong heritage, consumer-oriented approach and innovations to create the sustainable food solutions of the future. We want people to experience Northern Magic. The group focuses on fast-moving consumer goods, Fazer Group operates in eight countries and exports to around 40 countries. In 2019, Fazer Group had turnover of EUR 1.1 billion and almost 9,000 employees. Fazer's operations comply with ethical principles that are based on the group's values and the United Nations Global Compact.

Northern Magic. Made Real.