



Media release
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New Fazer biscuits for the autumn season

Fazer's new biscuits give great energy and create autumnal moments of indulgence. To celebrate Fazer's 130th anniversary, the classic Islanti flavour is introduced to chocolate biscuits and the traditional Domino gets a new youthful flavour variant of banana and chocolate. The new products will be available in shops in September and October.

Domino Banana Choco 175 g

Finns' favourite biscuit gets a new youthful flavour when the beloved cocoa biscuit is filled with banana and chocolate. This new biscuit is suitable for vegans and made in Finland, which you can tell also by the Key Flag Symbol on the packaging.



Fazer Islanti 143 g

Fazer Islanti is the autumn's coolest new biscuit. The Islanti sweet, nicknamed Polar Bear after the animal on the wrapper, has delighted Finns since 1935. The fresh pear flavour of this classic sweet is now available also as biscuits.

Fazer Islanti chocolate biscuits have pear-flavoured filling with a delicious milk chocolate coating.



Geisha Salty Caramel 100 g

The salty caramel version of the Geisha countline is available now as indulgent biscuits. The familiar, soft hazelnut nougat filling now boasts the flavour of salty caramel, and the cherry on top of the sundae is the crunchy biscuit crumb on top of the chocolate coating. This biscuit is a perfect combination of sweet and salty, and it is a great option to complement the traditional flavours of the holiday season. The product is available for a limited period.



Jyväsnyvä Välipalakeksi raspberry and blueberry 6 × 30 g, 180 g

Oat energy for school, hobbies, and trips! The Jyväsnyvä Välipalakeksi snack biscuit product line is complemented by the new berry flavour. Oat syrup and fruit add sweetness to the biscuits and the grains used in baking are 100% oats. No palm oil is used in these products. Available in September.





Domino Tyrkisk Peber 175 g

Trick or biscuit? Sombre special edition only for the Halloween season. The dark appearance and the spicy filling are perfect for Halloween indulgence.



Further information

www.fazergroup.com/fi/medialle - image bank - media_press – Finland – New biscuits, autumn 2021

The Fazer media phone line is open Mon–Fri from 8 am to 4 pm, tel. +358 40 668 2998, 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's vision is 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, operates in eight countries and exports to around 40 countries. In 2020, Fazer Group had net sales of 1.1 billion euros and almost 8,500 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.

