



Press release
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Mats Liedholm transitions into a full-time role as MD, Fazer Sweden

Mats Liedholm, currently MD for Fazer Lifestyle Foods and MD for Fazer Sweden, will take up the full-time role as MD for Fazer Sweden from the beginning of November.

“Positioning Fazer strongly in the Swedish market is a strategic priority that requires our full attention, and therefore Mats Liedholm will take a full-time role as MD for Sweden” President and CEO Christoph Vitzthum comments.

As MD for Fazer Sweden, Mats will be responsible for building a strong holistic position for the Fazer brand among the Swedish consumers, working closely with all businesses to build a strong One Fazer dialogue with Swedish key customers, trade partners as well as other relevant stakeholders.

In his role as MD for Fazer Sweden, Mats will report to Fazer Group’s President and CEO Christoph Vitzthum and be a member of Fazer Group’s extended Leadership Team. The recruitment process for a new MD for Fazer Lifestyle Foods has been initiated.

Additional information:

Fazer’s media phone line is open Mon–Fri from 8:00 to 16:00 EET, 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 wants people to experience the Northern Magic it creates and builds on its strong heritage, consumer first approach and innovations to create the sustainable food solutions of the future. 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.