



Media release
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Fazer's Master Confectioner Eero Paulamäki qualifies for the final in the World Chocolate Masters competition

On Thursday, 25 November 2021, Fazer's Master Confectioner Eero Paulamäki was selected to represent the Nordic and Baltic countries in the international World Chocolate Masters competition. The final will be organised in Paris in October 2022. Paulamäki is the first Finnish finalist in the history of the competition.

The World Chocolate Masters is the most prominent competition in the global chocolate industry. The competitors are evaluated by their technical chocolate-handling skills, creativity and the ability to combine modern trends with traditional craftsmanship. The competition has been organised since 2005, and this year's competition is the eighth. Twenty regional qualifying events are arranged globally, and the finalists selected from the qualifiers will meet in Paris in October 2022. The theme of the competition is Tomorrow, and the finalist who receives the most points will receive the title of World Chocolate Master.

“Qualifying for the final has been a dream of mine for long, and I’m so proud to present not just myself, but also Fazer. The theme of my piece is ‘Choose tomorrow’. It’s an active form of the theme given to all the competitors that is intended to inspire us to carry out concrete acts for tomorrow,” says **Eero Paulamäki**, who works at the legendary Fazer Café Kluuvikatu. “My entries enable me to show that traditional craftsmanship and the food technology that will enable sustainable food production in the future can go hand in hand. For example, I used xylitol in the confection I made at the qualifiers. The xylitol was created from a side stream of our oat mill,” Eero describes.

During the 8-hour-long qualifiers, Paulamäki prepared four entries: a chocolate sculpture, a pastry, a vegan snack product and a praline. Paulamäki used Fazer's own ingredients as special features: oat protein, xylitol made from oat hulls in Lahti, and ginger, cinnamon and a cocoa pod grown in the Fazer Experience Visitor Centre's winter garden.

“We’re delighted with Eero’s success and believe that a place in the finals will also inspire the rest of our organisation towards fearless creativity. Eero’s work reflect the same sustainable development that is strongly present in our chocolate production. The World Chocolate Masters competition is a great place to celebrate Karl Fazer Milk Chocolate, which celebrates its 100th



anniversary next year," says Managing Director **Markus Hellström** from Fazer Confectionery.

Further information

<https://www.worldchocolatemasters.com/>

<https://www.worldchocolatemasters.com/2022/nordics>

Liisa Eerola, Head of Communications, Fazer Confectionery
tel. +358 (0)44 710 8860 liisa.eerola@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.

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