



Press release
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Fazer launches Fazer Willja, a new plant-based product family made from oats – as many as 83% of Finns use plant-based products

Finns are at the forefront of plant-based product consumption in the Nordic countries.* The new Fazer Willja product family responds to the continuously increasing demand for plant-based products and contributes to Fazer's journey towards a modern, sustainable food company.

The demand for plant-based products is clearly increasing in Finland**. According to consumer study* commissioned by Fazer in December 2021, more than half of the respondents would like to eat plant-based products more than they currently do. Today, Fazer will introduce a new plant-based product family, Fazer Willja, in all Nordic countries. The new products made from oats are designed to help in adding more plant-based food in the consumers' everyday meals.

The Fazer Willja product family includes the ready-to-eat **Fazer Willja Veggie Bites**, **Fazer Willja Crispy Nuggets** and **Fazer Willja Spread & Dip** dips, which can also be used as a spread or a sauce. Furthermore, the Fazer Alku Ruokakaura and Ruokaohra, two high in fibre sides made from oats and barley already available in the market, will be included in the new Fazer Willja product family. The varied protein composition of the products is a combination of plant proteins, and the products are low in hard fat. The milk-free products, which are suitable also for a vegan diet, will become available in February 2022.

Finland is a pioneer of plant-based products

According to the research*, Finns are at the forefront of plant-based products when compared to other Nordic countries. As many as 83 percent of Finns say they use at least one plant-based product. In Sweden, the corresponding percentage is 76, in Norway, 55, and in Denmark, 53. According to YouGov**, more than 25 percent of Finns say their consumption of vegetarian food has increased in the last year.

"Finns are increasingly interested in the impact that food has not only on their own well-being, but also on the environment. According to our research*, consumers wish that the plant-based product portfolio would be widened especially with more cooking products, ready-to-eat plant-based meals, and snacks. Fazer Willja responds exactly to this demand. The product family makes plant-based choices easy for consumers, without compromising on taste or nutritional value," says **Risto Kalsta**, Vice President, Marketing, Fazer Lifestyle Foods.



Fazer knows oats

Oats are one of Fazer's focus areas, and the company possesses world-class competence and technological resources for the innovation and production of different oat-based consumer products. Due to the increase in demand, Fazer doubled the capacity of its oat mills in Lahti and Lidköping, Sweden last year.

"One of our company's sustainability goals is to widen our plant-based product portfolio. Fazer Willja contributes to Fazer's path towards a modern, sustainable food company," Kalsta continues.

Fazer uses all parts of the oats in its production processes. It will start to produce xylitol from oat hulls, a side stream of the mills, in a new factory that utilises the circular economy, in Lahti. The production in the xylitol factory will begin during the spring of 2022.

"Oats are a tasty grain with a good nutritional value and scientifically proven health effects. We don't need to bring it from faraway countries, as first-class oats are grown in the same place where our mills are located. Thanks to the high level of food safety in the Nordic countries and the innovative product development, we expect to see demand for Fazer Willja also outside the Nordic countries," says Kalsta.

The Fazer Willja product family

Fazer Willja Veggie Bites, 200 g, is a high in fibre vegetable product which contains 15% of Nordic oats. The dairy-free product is also suitable for vegans. Fazer Willja Veggie Bites are a source of protein, and they contain 5,6g/100g protein. The versatile protein consistency is a mixture of different plant-based proteins from grains, seeds, beans and vegetables.

Fazer Willja Veggie Bites are available in three different flavours: **Pea & Broccoli** gets flavour from a hint of lemon and garlic, **Carrot & Cauliflower** gets sweetness from mango and spiciness from cayenne pepper and **Beets & Seeds** is seasoned with black pepper and herbs. The juicy Veggie Bites get texture and richness also from sunflower seeds, quinoa and white beans. Fazer Willja Veggie Bites are ready to use as they are: just quickly fry them on a pan. The products are perfect with for example pasta, rice or Fazer Willja Ruokakaura and they are also suitable for cooking, for example for wraps and salads.





Fazer Willja Crispy Nuggets, 286 g, are high in protein (12g/100g) oat-based nuggets, which are also a source of fibre. Crispy on the outside and deliciously juicy on the inside, the nuggets get richness from peas and carrots. They are also suitable for a vegan diet. The nuggets are easy to prepare in the oven as a part of a meal or as a quick snack with Fazer Willja Spread & Dip. The Fazer Willja Crispy Nuggets are available in two different flavours **Natural** and **Tex Mex**.

Fazer Willja Spread & Dip, 150 g, is a ready to use oat-based dip which contains 20 % Nordic oat. The product is a source of fibre and protein. The rich dip can be used just like hummus also as a spread or a sauce in a salad. The product is available in two flavours: **Herbs & Garlic** is a combination of garlic, herbs and chili and **Pea & Jalapeno** combines the soft flavours of oat and peas to spicy jalapeno.

Jalapeno combines the soft flavours of oat and peas to spicy jalapeno.

Fazer Willja Ruokakaura, 650 g, is an easy side to any meal. High in fibre and a source of protein, the Fazer Willja Ruokakaura can be used just like rice as a side just as it is and also in cooking, for example pies, risotto and salads. The Fazer Willja Ruokakaura is easy and quick to prepare by cooking it 8 minutes in boiling water.

Fazer Willja Ruokaohra, 650 g, can be used just like rice as a side to any meal. High in fibre, the Fazer Willja Ruokaohra is quick to prepare by cooking it in boiling water for 8 minutes.

*Nepa Shopper Study December 2021, Finland n=1008, Sweden n=1009, Norway n=1004, Denmark n=1001.

**YouGov Food & Health March 2021, n=1000 in Finland, Sweden, Norway and Denmark each.

Additional information

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Fazer Willja helps bring more plant-based to every meal of the day. The easy-to-use Fazer Willja products are dairy-free and also suitable for a vegan diet. All Fazer Willja products are made from oats.

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.