



Press release  
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## **Krister Zackari appointed Managing Director of Fazer Lifestyle Foods**

**Krister Zackari** has been appointed Managing Director of Fazer Lifestyle Foods and member of the Fazer Leadership Team. Krister joins Fazer from Norrmejerier – Sweden’s 3rd largest dairy company – where he has held the position of CEO since 2021. He will assume his new position at Fazer on 1 July 2022.

Krister Zackari has a strong background from various FMCG companies and geographies with more than 25 years’ experience in international business. Prior to his current position, he has held several senior executive and leadership positions, such as Managing Director of Kraft Foods / Mondelēz for the Nordic countries, European Category President at Mondelēz and CEO of Lantmännen Cerealia. In addition to the Nordic and European FMCG markets, he also has deep knowledge of the Asian market, where he has lived for several years.

“Krister Zackari is an experienced business leader with the right expertise to lead Fazer Lifestyle Foods in its ambition to become a leading plant-based player in Northern Europe and achieve profitable growth. His proven track record of successfully accelerating growth in combination with his people-oriented leadership style will be an excellent combination to ensure the future success of Fazer Lifestyle Food,” says **Christoph Vitzthum**, President & CEO of Fazer Group.

“Fazer is a great Nordic food company, that I have always held in high regard. It is very well positioned with strong brands, great capabilities, and talented people in some of the most exciting categories within food. I am very excited to join the Fazer Lifestyle Foods team and really looking forward to being part of leveraging both internal strengths and external opportunities to generate good, profitable growth,” Krister Zackari says.

### **Fazer Lifestyle Foods offers delicious tastes to consumers following a sustainable lifestyle**

Fazer Lifestyle Foods offers modern consumers a variety of non-dairy products, breakfast products, and smoothies. The product range also includes flours, mixes, and ingredient solutions like xylitol for businesses. Our ambition is to become one of the leading plant-based players in Northern



Europe. In 2021, Fazer Lifestyle Foods employed approximately 550 people and the net sales was 180M€.

**Further information:**

Anniina Niemistö, VP Communications, Fazer Lifestyle Foods  
[anniina.niemisto@fazer.com](mailto:anniina.niemisto@fazer.com), +358 40 674 4672

**Fazer Group**

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. Our mission, Food with a purpose, builds on our strong 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in the Nordics, Baltics, and beyond with exports to some 40 different countries. Fazer's operations comply with its Code of Conduct that is based on the Group's values and the UN Global Compact. In 2021, Fazer Group had net sales of 1.1 billion euros and employed approximately 8,000 people.

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