



## Fazer brings delicious novelties to TFWA in Cannes

**As passenger traffic rebounds all over the world, also the global Travel Retail and Duty-Free market has slowly started recovering from the lowlands caused by the Covid-19 pandemic. Traditionally strong in travel retail, Fazer is back at the TFWA World Exhibition and Conference in Cannes with an offering celebrating its most popular products complemented by some delicious novelties.**

Fazer is Finland's leading producer of chocolate, sweets and biscuits. The confectionery production is located in Finland and products are exported to some 40 countries globally.

Fazer has a long tradition within Travel Retail and Duty-Free as Fazer was one of the first confectionery houses to partner with the world's leading Travel Retail and Duty-Free retailers. Even during the pandemic and its consequences on the global passenger traffic, Fazer continued its close cooperation with customers with a sharpened focus on securing availability, increasing investments in sustainable solutions and in-store executions. Now Fazer is present at the TFWA in Cannes to celebrate the recovering travel retail with other companies within the industry and – of course – to present its exciting novelties to the audience.

### **Novelties and beloved sweets and chocolates**

Fazer offers a wide range of delicious chocolates and sweets to its global customers within the Travel Retail and Duty-Free industry. The intriguing novelties for 2023 include **Karl Fazer Dumle Strawberry 250 g limited edition** chocolate tablet, with a flavour mix of sweet strawberry and the familiar Dumle, a renewed **Karl Fazer Selection 295 g** and **420 g** as well as the **Karl Fazer Summer Selection 420 g**. The popular Geisha chocolate is beautifully presented in a new **Geisha Mix 420 g** box and familiar Dumle in **Dumle Fudge 300 g** bag. Tutti Frutti on the other hand wraps itself in a summery coating with the **Tutti Frutti Flower Power 450 g** bag of vegan sweets.

### **Popular Geisha becomes free from palm oil**

Fazer has committed to replace palm oil in all its confectionery and biscuit products by 2024. One of the first products to go-through the recipe development process was the traditional Wiener Nougat and now the time has come for the biggest Geisha variant, the original **Geisha nougat filling** to become palm oil free. With the other taste variants, the recipe



development is ongoing. The work will proceed gradually and eventually, in the beginning of 2023, all Geisha products are palm oil free.

Fazer has started a process to replace palm oil in all its confectionery and biscuit products by 2024. Due to the differences in use and technical differences of products and production, palm oil can however not be replaced with only one alternative, but there will be many different ones. The sustainability of the replacing raw material is also integral and therefore recipe changes are done gradually. The overall goal for the development work is to always maintain the delicious taste, texture and mouth-feel while avoiding unhealthy trans fats.

#### **Additional information:**

Pictures may be found in the Media section at [www.fazergroup.com](http://www.fazergroup.com). Please choose Media – Image & Video Bank – Media\_Press - International – TFWA in Cannes October 2022

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#### **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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