



Press release  
23 January 2023

## **Fazer is the leading oat producer in the Nordic countries – uses only domestic oats in its 200 oat products**

**Fazer has become one of the leading oat innovators in Europe and the biggest oat producer in the Nordic countries. The world-class oat know-how is utilised in all Fazer businesses which already offer more than 200 oat products. The latest addition to the company's oat production capabilities is the xylitol factory in Lahti, Finland, which uses a unique, patented upcycling technology and is the first in the world to produce xylitol from oat hulls. New oat applications are constantly created by Fazer's technology unit Fazer Foodtech.**

Food choices and production methods have a significant impact on the climate. According to a recent research<sup>1)</sup>, consumer expectations on companies driving change are increasing and with this, many people expect the food industry to help solve the future of food availability. Fazer is highly committed to finding sustainable food solutions and aims at facilitating a plant-based lifestyle without compromises.

### **Fazer uses every part of oat**

Fazer's versatile oat product range extends from breads, sweet bakery products, oat drinks, snacks, porridge flakes and cereals to innovative foodtech applications and derivatives, such as xylitol. Fazer has a solid intention to use every part of the oat and promote upcycling.

"We are proud to be a unique pioneer in innovating oat products and will continue researching and looking for new application areas also in the future. We have currently already over 200 oat-based products in our portfolio, and we export oat products and derivatives to more than 40 countries," says **James Dedman**, VP, Head of Foodtech business at Fazer Lifestyle Foods.

"In the past three years, Fazer has invested over EUR 300 million in its oat production and innovation. The most significant of our investments is the Fazer Xylitol factory in Lahti, Finland. Xylitol is probably best known as a sweetener and replacement for sugar, but it also has cooling, moisturising and antibacterial properties that open for interesting and new product development opportunities in the cosmetics and pharmaceuticals industries. Fazer Xylitol is



available in three different grades: Crystalline, Milled and Granulated,” Dedman continues.

Fazer has through state-of-the-art patented technology been able to extract and purify various constituents of nearby grown and harvested oat at its own mills. Each oat derivative provides unique functional and nutritional benefits when applied in final consumer facing products. Fazer’s functional ingredients beta-glucan, oat protein and oat oil can be used in bakery and breakfast products, plant-based products, nutritional supplements as well as in applications such as well-being and beauty products. These oat derivatives meet the global demand for sustainable innovation in plant-based ingredients for a healthy lifestyle.

### **Oat is a valuable grain with countless opportunities**

Oat is an ingredient that has been used already for thousands of years due to its versatility and nutritious value and is also a grain known to be good for health and well-being. Nordic growing conditions are ideal for cultivating high-quality oat, as the freezing winters, enormous amount of light in summer and clean water provide them with special qualities. Thus, Fazer has access to some of the best possible oat in the world, and the company uses only domestic oats in its production.

Oat and its fibres have four health claims related to Beta Glucan approved in the EU. In addition to these proven health benefits, wholegrain oat has an excellent nutritional profile. Oat includes beneficial plant-based protein and plenty of fibre, essential vitamins and minerals like iron, magnesium, and phosphorus. Simply put, oat is a unique all-round cereal and a great addition to a balanced diet.

### **Oat-themed webinar on 26 January**

On Thursday 26 January at 13.00 EET Fazer will arrange a one-hour webinar under the topic Transforming the Wonders of Oats. The purpose of the webinar is to showcase Nordic Oat ingredients and share updated consumer insights related to health, well-being, and sustainability. The webinar will feature talks and studies from Fazer’s experts in market insight, nutrition, and plant-based ingredients.

A short introduction video on the webinar themes can be found here:  
<https://vimeo.com/772014811/717229ba39>

Webinar registration of media representatives can be done here:  
<https://e.eventos.fi/events/wolttigroup/fazerfoodtechwebinar/home>.  
A post webinar summary will be sent to all attendees.



<sup>1)</sup> Innova Market Insights 2023

**Further information:**

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**Oat is Fazer's super grain**

Caring for the well-being of people and the environment is part of Fazer's heritage and future. Our ambition is to be an innovative leader in whatever we do. Oat is a northern super grain, which has been ripened in local fields in compliance with the principles of sustainable grain vision. Our research and product development, as well as our extensive oat expertise, guarantee that we can continuously make new, nutrient-rich oat products that meet the needs of the consumer. We have identified our main development areas and defined clear goals and indicators for them. For us, sustainability is a journey towards a better tomorrow.

**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 approximately 6,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, 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.

Northern Magic. Made Real.