



Media release
24.1.2023

Fazer Domino is turning 70 this year — palm oil will be a thing of the past

Fazer Domino is celebrating its 70-anniversary this year. The biscuit was created in 1953 and has over the years become very popular in Finland. The biscuit's classic flavours are baked without palm oil. During the anniversary year, the familiar pink Domino packaging will include sympathetic messages aiming to inspire Finns to spread joy.

Fazer Domino is Fazer's best-selling and most popular biscuit of all time. The most popular flavour combination is one in which two dark cocoa biscuits meet a fluffy vanilla-flavoured filling. Since spring 2022, the classic Domino biscuits have been baked without palm oil.

"In a response to consumers' wishes, we have stopped using palm oil in our classic Domino biscuits. 100% of our cocoa is sustainably sourced and third-party verified. Increasing the traceability of our cocoa is a fundamental focus area for us. The success of the Fazer Domino brand is based on profound consumer understanding. We must keep developing our products so that they support the well-being of our environment and consumers who are making more and more sustainable choices," says **Noora Pöyhönen**, Director of the Fazer Biscuits and Crisps Business Unit.

Symbols on the Domino packaging indicate that the product is palm oil free and suitable for a vegan diet.

Original patterns and pink packaging symbolise Domino

Domino biscuits are baked with Finnish flour, produced by Fazer Mill in Lahti, in Fazer's biscuit factory in Vaarala, Vantaa. At the moment, the biscuit factory employs nearly 80 Fazer employees.

The Domino biscuit was born after the 1952 Summer Olympics in Helsinki. After the war and the Summer Olympics, the sweet tooth of Finns was satisfied by many new sweets now available for purchase, one of which was the Domino biscuit. At first, the elegant Domino biscuits were sold individually. The pink packaging was launched in the end of the 1960s. Over the decades, the packaging has been modernised, but the familiar distinguishing colour has remained.

Finns also appreciate the Domino biscuit for its beautiful ornamentation. Tradition has it that the patterns adorning the biscuit originate from Finnish folklore. In total, there are ten different patterns, and the design of the biscuit has been registered. You can identify a real Domino biscuit by the Domino logo which is on the other side of the biscuit as a mark of authenticity.



During the anniversary year, Domino inspires Finns to spread joy

In addition to the Original vanilla flavour, the Fazer Domino family also includes flavours such as strawberry, Pear Smoothie, Salty Caramel and Marianne as well as Choco, which is a biscuit partly covered in milk chocolate. In spring 2023, some new flavours will be launched, following the most popular suggestions voted for in the MyFazer service.

In honour of the anniversary year, selected Domino boxes will include cheerful words and hands making hearts. "When you make someone else smile, you have gained a lot. We hope that many people will join us in spreading the kindness," Noora Pöyhönen continues.

Fazer's biscuit production is intertwined with Finnish history

Fazer started making biscuits in 1924. Fazer's first biscuit, Carneval, was launched in 1925. As the demand grew, Fazer bought a biscuit factory called Suomalais-Englantilainen Biscuit-tehdas Oy in Hanko in 1927. The import of biscuits had grown large, so the idea was to replace it with domestic production. Before this, Fazer's biscuits were mainly imported from Russia and England. Domino was born in 1953 on Tehtaankatu in Helsinki, where Oy Karl Fazer Ab's biscuit factory Hangan Keksi Oy's operations had been relocated after the Finnish Winter War. After the war, biscuit production continued in full force, and people were happy to see many new sweets, such as Domino, in stores. In 1957, Fazer's biscuit production transferred to Fazer's new biscuit factory in Vaarala, Vantaa, where it continues even today.

Further information:

Noora Pöyhönen, Business Unit Director, Fazer Biscuits and Crisps, noora.poyhonen@fazer.com, tel. +358 40 502 2492

Taina Lampela-Helin, Communications Manager, Fazer Group, taina.lampela-helin@fazer.com, tel. +358 40 668 4600

The Fazer media phone line is open Mon–Fri from 8 am to 4 pm, tel. +358 40 668 2998, media@fazer.com

Images: www.fazergroup.com/media – Image Bank – Public Image Bank
Media_Press –Finland - Domino 70 years

Campaign website (In Finnish): <https://www.fazer.fi/tuotteet/tuotemerkit/domino/>

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 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.