



Press release
18 February, 2025

Fazer launches new grain-based Fazer Taste the Future candy tablets with no cocoa

Developing innovative and sustainable food solutions is one of Fazer's priorities. The pilot sale of grain-based Taste the Future candy tablets conducted in 2023 received positive consumer feedback, which inspired the creation of the new candy tablets –also made without cocoa. The new tablets – Red Berries and Mint Croquant – are produced with malted Finnish grain, and these novelties will be available as limited edition from 18 February 2025 in Finland and Sweden. The exciting innovations are a part of Fazer's agenda for developing the future of chocolate.

Consumers are increasingly aware of the impact of food on both well-being and the environment and are demanding companies to provide solutions for sustainable lifestyles. To be able to respond to evolving consumer needs, direct consumer feedback is highly valuable.

In the 2023 feedback survey* consumers found the idea of a confectionery tablet made from malted rye very interesting. Innovativeness was a strong driver for trial.

- *Great interest in food innovations, and as a huge chocolate fan this sounded like something that is for me.*
- *I was curious, I saw it in TikTok. Chocolate without cocoa that is potentially environmentally friendly. Finnishness through rye that is replacing cocoa.*

Consumers deemed the candy tablet delicious, and the appearance of the tablet was appreciated.

“Encouraging consumer comments pushed us to continue product development. Our talented chocolate scientists analysed the aroma profiles of different Finnish grains and managed to develop a unique delicious solution, which uses locally produced rye and oats to replace cocoa in the candy tablets”, says **Annika Porr**, Senior Manager at Fazer Confectionery's Forward Lab. “Red Berries flavour is oat-based and Mint Croquant flavour is rye-based. Both grains are much-loved grains in the Nordic countries, their nutty taste flavour profile was perfect for this development project.”

New Fazer Taste the Future tablets were created by carefully analysing the aroma profiles of different Finnish grains and pairing them with other plant-based ingredients. The flavours of malted rye and oats were created by gently roasting them to brown. The distinctive flavour profiles were complemented by vegetable fat, resulting in enjoyable candy tablets that melt in the mouth. Vegan Fazer Taste the Future Red



Berries with malted oats contains dried cranberries and raspberries while rye-based Mint Croquant contains crunchy pieces of mint flavoured almond croquant.

The limited edition of both Taste the Future tablets will be available at Fazer Café Kluuvikatu 3 in Helsinki, at Fazer Visitor Centre in Vantaa, in e-com and at selected Gateau stores in Sweden from 18 February. As in the pilot sales, Fazer will collect consumer feedback to develop the products further with a help of a QR code on the packages.

Fazer is committed to developing the chocolate of the future

The new Taste the Future tablets are tightly linked to Fazer's strategy to position itself as an innovative forerunner. Although Fazer, in accordance with its sustainability ambitions, is committed to combating climate change, considered a threat to the geographical areas where cocoa is currently grown, there is also a need to explore alternative sources for sustainable cocoa.

Fazer has already, in partnership with VTT, received the first successful results of cell-cultured cocoa, which is part of Fazer's exploration of alternative cocoa sources. Even though the use of cell-cultured cocoa is still far in the future, for Fazer, the time to fearlessly explore its possibilities is now.

Fazer Taste the Future tablet, 40 g

- *Fazer Taste the Future* is a grain-based candy tablet. No cocoa is used in making the tablet. Instead, it contains 10% malted oats or rye.
- The tablet is called candy tablet, not chocolate tablet since no cocoa is used in making it.
- There are two flavours – Red Berries and Mint Croquant with soft, mouth-watering textures. Vegan, malted oat-based Red Berries tastes sweet with dried cranberries and raspberries. Malted rye-based Mint Croquant tastes sweet with mint flavoured almond croquant.
- Grains for both tablets come from the Lahti region, Finland. Fazer uses only domestic rye and oats in its production.
- Both candy tablets are palm oil free.
- Handmade Fazer Taste the Future tablets are produced as a limited edition in Helsinki. The novelty tablets will be available at Fazer Café Kluuvikatu 3 in Helsinki, at Fazer Visitor Centre in Vantaa, in Fazer online store and at selected Gateau stores in Sweden from 18 February 2025.
- Price: EUR 4.90 each/ SEK 55

*Feedback survey on Fazer Taste the Future candy tablets, n=111, Finland and Sweden, 2023.

Fazer's online store Fazer Store: <https://fi.fazer.com/>



Additional information:

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Print-ready pictures: <https://www.fazergroup.com/media/> – Public Image Bank – Media_Press_Finland – Fazer Taste the Future tablets 2025

or using the link: <https://fast.fazer.com//KF8rrCTXNX6w>

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#northernmagicmadereal

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 more than 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of approximately 5,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, and beyond with exports to more than 40 countries. Fazer's operations comply with its Code of Conduct that is based on the Group's values and the UN Global Compact. In 2024, Fazer Group had net sales of 1,200 million euros.

Northern Magic. Made Real.