



Press release
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Fazer adds more whole grain products to its bread selection – rye bread becomes even more relevant with whole grain recommendation

National Rye Bread Day is celebrated in Finland on Friday, February 28. The latest national nutrition recommendations recommend a daily intake of at least 90 grams of whole grain. Fazer Bakery Finland aims to increase the share of whole grain breads in its selection to 65%.

Rye bread is the most significant individual source of whole grain in our diet, with an annual consumption of about 15 kilograms per person. On average, women get about 42 grams and men 56 grams of whole grain from their diet daily*.

In addition to whole grain, rye bread is also an excellent source of fibre, with Finns getting about a quarter of their daily fibre intake from rye. Rye is also rich in plant protein, and its nutrients support normal brain function as part of a balanced and varied diet and healthy lifestyle.

"We want to promote a healthy lifestyle for Finns and adherence to new nutrition recommendations by producing tasty breads that are rich in whole grain. Already, 57% of the sales volume of Fazer's breads in Finland are whole grain. Our goal is that by 2030, 65% of the sales volume will be whole grain bread. The nutrition recommendation can be met by eating, for example, 6–7 slices of whole grain rye bread daily," says **Juhani Sibakov**, Head of Innovation, Fazer Bakery Finland.

To facilitate adherence to the whole grain recommendation, Fazer provides the gram amount of whole grain per slice on its website. Additionally, product packaging will be updated to include the whole grain gram amount per slice.

Fazer is strongly investing in rye bread baking, and a new rye bread line will be completed at the Lahti bakery this spring. The Lahti bakery produces Finnish favourites, such as Jälkiuuni, Puikula, and Reissumies rye breads, and it is the world's largest rye bakery.

*FinDiet 2017 Survey

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Fazer Bakery Finland

Fazer is the bakery industry market leader in Finland. Fazer's large bakeries are located in Vantaa, Lahti and Lappeenranta, Finland. The company has 139 in-store bakeries within grocery shops where artisanal bakers make bread by hand in the shop premises using Finnish flour. In Finland, Fazer Bakeries employs approximately 1,600 people. In the manufacturing of the bakery products, approximately 94 per cent of the ingredients are Finnish.

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.

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