



Press release
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Fazer introduces unique Taste the Future snacks powered by Solein® protein made out of thin air

Fazer, a Finnish food experience company, is bringing a unique innovation to Future Food-Tech event in San Francisco and introduces its groundbreaking Taste the Future products, a chocolate snack bar and oat drinks, powered by Solein®. This pioneering ingredient is produced through a fermentation process that uses thin air and electricity as its main resources. The United States is the second country in the world where Solein® can be sold.

Fazer offers the participants at the Future Food-Tech event a unique opportunity to taste products that include Solein, which is a protein produced out of thin air. It is made by Solar Foods, a Finnish food technology company, which is on a mission to revolutionise global food production. By producing protein from thin air, Solar Foods aims to address global food availability challenges by minimising resource use and environmental impact.

“We are excited to introduce edge-cutting innovations through the Taste the Future products, reinforcing our commitment to innovating the future of food and developing sustainable food solutions that meet the needs of future generations,” says **Heli Anttila**, VP, New Product Development at Fazer Confectionery.

As the world rapidly changes and it becomes increasingly difficult to predict consumer behaviour and requirements, direct consumer feedback is invaluable.

“The Future Food-Tech event in San Francisco provides us a great opportunity to offer tastings of our Taste the Future chocolate snack bar and oat drinks. The feedback we receive will be important in refining and developing these products further.”

Fazer transforms fearless innovations into delicious products

Fazer actively monitors evolving consumer trends and leads the way in advancing the food industry. Changing the food system requires a fearless approach to research and innovation, exploring solutions that we do not yet have and may not even foresee.

Fazer Taste the Future chocolate snack bar with hazelnuts contains 7% Solein, a highly functional, nutritious, and versatile ingredient that enriches the flavours and makes the bar source of protein.



Fazer Taste the Future vegan oat Choco snack drink contains 2% Solein and is a source of protein. Similarly, Fazer Taste the Future vegan protein drink Banoffee, which contains 18 grams protein, of which 2% is Solein. It's also a source of fibre.

"The products introduced by Fazer are a great example of how Solein excels in products in the health and performance nutrition segment. Solein provides superior nutrition with great taste, ticks off all major "free from" claims, and is one of the most sustainable proteins in the market. We are on track to getting the novel food approval for Solein in the EU in 2026, and we can't wait to see more products powered by Solein becoming available to consumers," says **Juan Manuel Benitez-Garcia**, Chief Commercial Officer at Solar Foods.

The United States is the second country in the world where products with Solein can be consumed. Solar Foods has a novel food approval process in progress for Europe and the approval is expected to be received by the end of 2026.

Fazer Taste the Future products in the United States

- *Fazer Taste the Future Snack Bar 40 g* is a snack bar with dark chocolate coating and hazelnuts. It contains 7% Solein and is a source of protein.
- *Fazer Taste the Future Snack Drink Choco 250 ml* is a vegan oat drink. It contains 2% Solein and is a source of protein.
- *Fazer Taste the Future Protein Drink Banoffee 250 ml* is a vegan protein drink. It contains 18 grams protein, of which 2% is Solein. It's a source of protein and fibre.
- Solein is a highly functional, nutritious and versatile ingredient. In Fazer Taste the Future products Solein enriches the flavours and makes them a source of protein.
- Fazer is the first FMCG company introducing packed Solein products in the United States.
- A limited edition of these novelties will be available at Future Food-Tech event in San Francisco on 13 -14 March 2025.

What is Solein®?

- Solein is nutritionally rich. It can taste and look like anything you use it for. It is unparalleled in its functionality – it can be used in any food, regardless of diet.
- Solein is a novel protein grown out of thin air. It is produced by the Finnish company Solar Foods.
- Solein originates from a natural, unmodified, single-cell organism.
- Instead of watering and fertilising the organism, Solein is created by a fermentation process that utilises air and electricity as its primary resources.
- Solein is grown without agriculture. It only needs a tiny fraction of the land, water, and energy compared to animal or plant production.
- Solein is an extremely diverse protein ingredient. It also provides iron and vitamin B12.



Additional information:

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

You can also use this link: https://fast.fazer.com/l/P2vptRQ_J5b

#fazertastethefuture #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.

About Solar Foods

Solar Foods produces Solein®, a protein created using carbon dioxide and electricity. This innovative production method is independent of weather and climate conditions, eliminating the need for traditional agriculture. Founded in Finland in 2017, Solar Foods is listed on the Nasdaq First North Growth Market Finland. Learn more at www.solarfoods.com and investors.solarfoods.com.