



Press release
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Fazer's surplus rye bread used as raw material in brewing business

Fazer is strongly committed to reducing food loss, one of the key enablers to minimise the negative environmental impacts of food production. The latest initiative supporting Fazer's effort to reduce food loss is the new "Brewed with Fazer Rescued Bread" concept, a collaboration between Fazer Bakery and Teerenpeli Brewery & Distillery, in which surplus rye bread is used as a raw material for beer brewing. Fazer's goal is to reduce food loss by 50% by 2030, and at the end of 2024 the company had successfully reduced food loss by 13 % from the baseline year 2020.

The new "Brewed with Fazer Rescued Bread" concept is one of Fazer's initiatives to reduce food loss. Rye bread that is underweight or otherwise unsuitable for sale is upcycled into an ingredient sold to breweries for beer production. The ingredient has been developed in co-operation with Teerenpeli Brewery & Distillery, which is the first partner to use the Fazer ingredient in its beer to partially replace malts.

"This new concept is an excellent example of how food waste can be reduced while creating new business opportunities and growth," says **Juhani Sibakov**, Head of Innovation, Fazer Bakery Finland.

"Brewed with Fazer Rescued Bread" is not just a product – but a great example how Fazer can shape the food industry and provide consumers with more sustainable alternatives," Sibakov continues.

"Brewed with Fazer Rescued Bread" – a Fazer Ventures project

Fazer Ventures is an internal start-up programme within Fazer, designed to foster breakthrough innovation and new ways of working. The programme aims to identify and develop new business ideas and opportunities for Fazer, providing resources and support to help these ideas grow and succeed. The "Brewed with Fazer Rescued Bread" concept was commercialised as a venture project within the programme.

"Our dedicated cross-functional venture team is driven by sustainable taste experiences. We explored various production technologies, commercialisation approaches and ways to get both breweries and consumers excited about



using surplus bread in the brewing process. The nearly 1.5-year venture project challenged us and pushed our team to innovate and collaborate in agile new ways. The result is a high-quality product that we are very proud of – it can be used exactly like malts in brewing," says **Katariina Rommi**, Senior Manager, Fazer Lab.

The first product featuring Fazer's ingredient is Teerenpeli Vaalea Ruis, which has been available in retail stores since 13 March. It will be introduced later in the spring also at Fazer Cafés in Kluuvikatu 3, Helsinki, Experience Visitor Center in Vantaa and Stockmann 8th Floor in central Helsinki.

The new beer, Teerenpeli Vaalea Ruis, is a great example of a local cooperation, as both Teerenpeli Brewery & Distillery and Fazer's Lahti bakery locate in Päijät-Häme region.

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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, 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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