



Press release
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New plant-based Fazer Aito Salted Caramel and Choco protein drinks now in stores

Fazer Aito protein drinks are suitable for exercisers and those looking for a nutritious snack. The tasty drinks have 17 grams of protein per serving and do not contain added sugar.

The flavours of the new Fazer Aito protein drinks are Salted Caramel, which tickles the taste buds, and the full-bodied Choco. Both drinks have 17 grams of protein per package, and their protein comes from oats, peas and fava beans. Fazer Aito protein drinks are vegan and contain only natural sugars. They are well suited as on-the-go snacks, as they are packed in convenient 2.5 deciliter cardboard packages with caps and can be stored unopened at room temperature.

Protein products continue to be popular in Finland

The popularity of protein-rich products has increased¹⁾, and people are becoming more aware of the effects their diet has on health and well-being. At the same time, the need and interest for nutritious and easy-to-enjoy snacks, such as protein drinks, has grown. In a diet that promotes health and ecological sustainability in accordance with the new national nutrition recommendations²⁾, the focus of protein intake should be shifted to plant-based protein sources, such as grain-based products.

"There is a strong interest in protein¹⁾ and many people equate it with health. As part of a varied diet and a healthy lifestyle, protein helps maintain muscle mass and promotes muscle growth. In addition, it is beneficial for bone health," says **Janne Illman**, Marketing Director of Plant-based Drinks Business Unit at Fazer.

Plant-based protein can be obtained from grain products, peas and beans, for example, and Finns in general are interested in trying plant-based products²⁾. Even in these cases, consumers do not want to choose either taste or nutritional value – they want both.

"The new Fazer Aito protein drinks are a response to Finns' wish to have more plant-based and protein-rich drinks in stores, which are suitable for snacks or post-workout drinks, for example. These new products are a great example of the philosophy of the entire Fazer Aito product family: choosing a plant-based product does not mean you





have to compromise. There is no need choose either taste or nutritional content – by choosing a Fazer Aito product, you can have it all,” Illman continues.

2) YouGov Food Health Nordic Report 2024

1) Sustainable health through food – National Nutrition Recommendations 2024

3) Innova Global Consumer Trends 2024 Report, Innova Trends Survey 2024, Innova Health & Nutrition Survey 2024

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Fazer Group

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