



Press release  
14 May 2025

## **Fazer showcases its Nordic delicacies and production capabilities at the PLMA fair in Amsterdam**

**Fazer's high-quality products, ranging from confectionery to bakery goods and from plant-based products to cereals, will be presented at the PLMA fair in Amsterdam on 20-21 May. We invite all PLMA visitors to visit us at the Fazer stand in Hall 3!**

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. As one of the largest food companies in the Nordics, Fazer offers solutions for consumers and professionals for various needs, from breakfast to sweet delicacies. Fazer exports its high-quality products to more than 40 countries.

Fazer's mission, Food with a purpose, builds on its strong more than 130-year heritage and innovations that create the sustainable food solutions of the future. The name Fazer is associated with high quality, craftsmanship and fearless creativity, and as a trusted private label partner of the main Nordic retailers the company can offer its customers customised solutions and agile joint product development processes based on customers' needs.

### **Fazer's offering at the PLMA**

Fazer will present its vast offering in different categories at the PLMA's annual World of Private Label International Trade Show in Amsterdam on May 20-21.

**Fazer Confectionery** is where the Fazer story began over 130 years ago. Besides the long heritage and beloved classics, Fazer creates new taste experiences in cooperation with its customers. The development projects can cover, for example, sugar candies, xylitol and sugar free pastilles, chewing gums, biscuits, and crisps.

**Fazer Bakery** is one of the leading bakery companies in the Nordic region and a trusted private label partner in Northern Europe. Fazer Bakery offers a wide selection of delicious breads, sweet pastries and snacks for every taste. Its most beloved products that are sold to over 20 countries include Arctic thins and wraps, rye and oat portion breads, mini buns with various flavours as well as Finn toasts.

**Fazer Mills** is the #1 oat miller in the Nordics and a trusted private label partner of the main Nordic retailers. Its wide product portfolio includes food grains and breakfast products for consumers as well as standard and tailor-made oat products for B2B customers. Fazer Mills exports to more than 40 countries globally.



**Fazer's Plant-based drinks** unit is an experienced and innovative co-manufacturer of tasty, nutritious and healthy plant-based products. The diverse portfolio includes a wide range of plant-based drinks and cooking products, also as gluten-free variants. The 2025 novelties are soy, almond and coconut drinks and protein and breakfast drinks. In addition to drinks and cooking products, the portfolio also includes taco and salsa sauces.

### **Come and taste our products!**

We invite all PLMA visitors to meet us in the Try Sweden section at **Fazer's stands 3.B38, 3.B40, 3.B42 and 3.B44 in Hall 3** to hear more about us and our products.

At our stand you will also have an opportunity to taste Fazer's unique and awarded nutritious food grain, Oat Rice, as well as all other aforementioned products.

#### **Media contacts:**

Fazer's media phone is open Mon–Fri from 8 am to 4 pm, tel. +358 40 668 2998, [media@fazer.com](mailto:media@fazer.com)

#### **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.