



Press release
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Fazer introduces a cocoa-free Raspberry Dream countline – a grain-based treat redefining indulgence

Fazer is at the forefront of transforming sustainable innovations into tasty products. Now launching a cocoa-free waffle bar, a delicious addition to Fazer's Taste the Future concept. This groundbreaking product, made with malted rye, marks the first full-scale production of such cocoa free innovation at Fazer's chocolate factory in Vantaa, Finland. The Taste the Future Raspberry Dream countline will be available in Finland in June and in Sweden in week 28.

Fazer is actively developing cocoa alternatives and innovating new ingredients through its Taste the Future concept, as climate change and prolonged droughts increasingly challenge the future of cocoa farming. The aim is to ensure long-term resilience and the continued enjoyment of chocolate and indulgent treats.

The new Fazer Taste the Future Raspberry Dream is a delicious example of such innovation – a crispy treat with layers of raspberry and vanilla fillings, wrapped in a grain-based coating and with no cocoa. This launch marks a milestone as the first full-scale production at Fazer's chocolate factory, building on earlier handmade grain-based prototypes and reinforcing Fazer's commitment to a sustainable future.

"It is not cocoa – it is the magic of grains! This is a sneak peek of what could become a typical flavour in the future, where we have used Nordic grains to create a delicious, indulgent treat. We are excited about this next step, which exemplifies our dedication to developing new products that cater to the needs of future generations – without compromising on taste and texture," says **Heli Anttila**, VP, Product Development at Fazer Confectionery.

Fazer is committed to developing the chocolate of the future

The new Taste the Future product is tightly linked to Fazer's strategy to be an innovative forerunner. In accordance with its sustainability targets, Fazer is highly committed to combating climate change, which is considered a threat to the geographical areas where cocoa is currently grown and in parallel recognizes the need to explore alternative sources for sustainable cocoa.

Fazer has already received the first successful results of cell-cultured cocoa, which is part of the company's exploration of alternative cocoa sources. Even though the use of cell-cultured cocoa is still far in the future, the time to fearlessly explore its possibilities is now.



Fearless innovations into delicious products with the help of consumer feedback

Fazer actively monitors evolving consumer trends 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.

Feedback from consumers on these innovations is essential for further development new products. This new product, like all Taste the Future products, will feature a QR code that allows consumers to provide direct feedback on taste, textures, and packaging.

“Feedback makes our products better. We need to regularly evaluate our products with consumers. The input that we have received earlier has been taken into account when creating new flavours and textures within our Taste the Future concept,” Anttila continues.

Fazer Taste the Future Raspberry & Vanilla Waffle Bar, 21 grams

- Grain-based waffle bar. No cocoa is used in making the waffle bar. Instead, it contains 10% malted rye.
- Flavour: Fruity freshness with raspberry and vanilla with soft textures. An indulgent treat ideal for summer days.
- Grains come from the Lahti region, Finland. Fazer uses only domestic rye and oats in its production.
- Vegan and palm-oil free. Produced on a line that also processes milk chocolate.
- The products are available as limited edition at Kesko and SOK 30th of June and Pressbyrån from week 28.

Read more about the Taste the Future innovations here:

<https://www.fazer.com/about-us/taste-the-future/>

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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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