



Press release
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Fazer transfers its gurt production to Finnish Food Factory – the entire product range will be renewed

Fazer has today finalised the transfer of its gurt production from its Koria factory to the Kouvola-based Finnish Food Factory through a business transfer. Finnish Food Factory becomes a contract manufacturer for Fazer Aito gurts, and gurt production remains in Finland, now located at Finnish Food Factory's premises in Kouvola. At the same time, the entire Fazer Aito gurt range is being updated in both flavour and packaging.

The development of a large-scale, profitable, and international business in the plant-based food categories is at the heart of the Fazer Lifestyle Foods business strategy. Plant-based drinks and gurts are particularly important for the successful execution of this strategy.

"Finnish Food Factory's modern production facility and advanced manufacturing methods enable us to produce oat-based gurts of even higher quality. The flavour and texture of the products are improved, and their shelf life is extended – which is crucial for increasing export opportunities. We have already established ourselves in Sweden and Germany with Fazer Aito oat drinks and barista products, and now we can export gurts to international markets as well," says **Konrad von Otter**, VP Plant-Based Drinks, Fazer Lifestyle Foods.

Finnish Food Factory becomes a contract manufacturer for Fazer Aito gurts

Fazer announced the business transfer in November 2024, and the agreement was finalised today. The partnership combines Finnish Food Factory's manufacturing expertise and cutting-edge technology with Fazer's strong consumer insight and expertise in sales and marketing.

As part of the business transfer, 32 employees will transfer from Fazer to Finnish Food Factory and continue with their new employer as existing employees under their current terms of employment. Operations at Fazer's Koria factory will end by the end of July, and the company plans to either sell or lease the property.

Fazer Aito gurts will get a full makeover

With the initiation of contract manufacturing, the whole Fazer Aito gurts product range is renewed – the recipes and the packaging will be updated. The new gurts feature a smooth, creamy texture and have been enriched with vitamins and calcium. The renewed Fazer Aito gurts will be available in stores starting in August.



“Fazer Aito is already one of the most loved oat-based gurt ranges in Finland, and its popularity continues to grow – also in oat drinks and baristas. This collaboration helps us to further expand our range and bring even better tasting gurts to market. Consumers are increasingly looking for plant-based options without compromising on taste, and that’s exactly what we aim to deliver,” von Otter continues.

Fazer Aito gurts

- Fazer Aito gurts are made by fermenting oats and are used as a plant-based alternative to yogurt.
- They have established a strong position in the breakfast and snack categories in Finland.
- Nordic oat-based gurts have significant growth potential in the international food market.
- Nordic oats are seen as a high-quality, responsibly produced, and clean ingredient, scientifically proven to offer health benefits.

Finnish Food Factory

- Finnish Food Factory is a pioneer in plant-based products, specializing in drinks, gurts, and spreads, using mainly Finnish ingredients, especially oats.
- As a contract manufacturer, the company works closely with its clients on product development. Its modern production facility is carbon neutral.
- Founded in 2021, Finnish Food Factory operates in Kouvola, Finland and employs 55 people.

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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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