



Press release
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Fazer Alku novelties combine the best of muesli and granola

80% of Finns eat breakfast every day or almost every day, and more than a third would like to have more variety in their breakfasts. According to a recent study¹⁾, eating breakfast has a positive effect on overall happiness. Fazer Alku novelties offer more nutritious and wholegrain-rich options for breakfast. Delicacy moments get a new twist by the new Suffeli cereal, which arrives alongside Dumle cereal.

According to a survey conducted by Fazer¹⁾, Finns think that the most important features of breakfast are good taste and quick preparation. Healthiness is also important, and as many as half of the respondents would like to see healthier breakfast options available. A good breakfast gives the day an energetic start and has a positive effect on many aspects of life.

This autumn, the Fazer Alku product family will be expanded with products that are suitable as nutritious and easy-to-enjoy alternatives for everyday use, offering variety for the breakfast table as well as snacks and evening snacks.

"We are actively developing the breakfast product category and introducing wholegrain novelties to the Fazer Alku range, taking into account the wishes of Finns. For us, the delicious taste of the products is of utmost importance. In addition to beloved flavours, our novelties offer perfect texture and crunchiness that add a sprinkle of joy to morning moments," says **Elin Stoj**, Marketing Director of Fazer's Cereals business unit.

Something completely new for the muesli shelf

Muesli and granola are long-time favourites on the breakfast table, both of which have their own special characteristics. In muesli, Finns especially appreciate their healthiness, while granolas are pleasing with their crispy texture and roaster taste²⁾.

Fazer Alku is now launching new products that combine nutritious muesli with the deliciousness and roastiness of granola. Both roasted mueslis are made in Fazer's own mill in Lahti, Finland, and they are packaged in a convenient carton package with a pouring lid.

Fazer Alku Forest berries roasted muesli 375 g combines the deliciousness of blueberries, the freshness of raspberries and the crunchiness of raspberry puffs with roasted muesli flakes. The high-fibre novelty contains 75% whole grain and is suitable as an everyday breakfast, snack





or evening snack for the whole family. This vegan muesli has the Heart Symbol and the Produce of Finland label.

Fazer Alku Strawberry & apple roasted muesli 375 g gets sweetness from strawberries and fruitiness from apples. The high-fibre product contains 73% whole grain, and the tasty cereals add extra crunch and a nice texture. This vegan muesli has the Heart Symbol and the Produce of Finland label.

New wholegrain option for your cereal bowl

The Fazer Alku cereal selection is diverse, including both unflavoured oat cereals and flavoured cereals. The range is now expanded with a multigrain unflavoured novelty, which is produced in Fazer's own mill in Lidköping, Sweden.

Fazer Alku Multigrain ring whole grain cereal 350 g is a delicious ring cereal that is suitable for the whole family as an everyday breakfast, snack or evening snack. The novelty has a light and particularly crunchy texture and a soft taste. The product contains whole grain oats, wheat and corn and has 57% whole grain. These vegan cereals are high in fibre and have the Heart Symbol.



The beloved Suffeli now as a cereal

The captivating Dumle cereals were launched in the autumn of 2024 to meet the demand for chocolate cereals. Now Dumle is joined by another all-time favourite, Suffeli.

Suffeli cereal 320 g is the perfect combination of two different cereals: delicious cocoa cereals and milk chocolate-coated cereals. These crunchy cereals are high in fiber and contain 38% whole grain oats. Suffeli cereal is perfect for the moments where small treats are needed as well as for slightly more special breakfast and snack moments.



1) Fazer Breakfast Habits study 2024, n=1007

2) Fazer's Breakfast Category Survey, Rednote 12/2024, n=1100

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Fazer Group

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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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