



Press release  
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## **Finns are the world's most enthusiastic gurt eaters – Fazer launches a completely renewed oat gurt range**

**Fazer Aito oat gurts are undergoing a complete transformation in terms of flavour, texture, and packaging. The new Fazer Aito Smooth product family deliver soft and rich taste experiences that meet consumer expectations for plant-based gurts resembling dairy yoghurts in both taste and texture. The range will feature six favourite flavours in three different package sizes, and the packaging also gets a fresh new look. The renewed gurts will be available in retail stores at the end of August.**

When examining the global consumption of plant-based gurts<sup>1)</sup>, Finland takes the top spot: about 18% of Finns say they eat plant-based gurts, while the global average is 10%. As many as 44% of Finnish gurt users eat gurt at least weekly, and almost a quarter of the users say that they have increased their consumption over the past 12 months. The most important factor in choosing gurts is taste, and in addition to this, the healthy and sustainable image of gurts also has a strong impact on the choice.

A study commissioned by Fazer<sup>2)</sup> found that consumers wish for tasty gurts, which are as similar as possible to dairy yoghurts in both taste and texture. Two-thirds of survey respondents who buy plant-based gurts prefer oat-based options.

### **Introducing the fresh and soft Smooth product family**

The renewal of Fazer Aito oat gurts has been carried out with consumers' preferences in mind. The selection will be completely revolutionised: both the products themselves and the packaging will be new. Six Finnish favourites have been selected as flavours for the new Smooth product family, and three different package sizes meet a wide range of needs. The new gurts are enriched with vitamins B2, B12 and D, as well as calcium.

"Our product development team has successfully delivered on Finnish consumers' wishes. Thanks to our new manufacturing method, we can produce gurts that are soft and velvety and have a longer shelf life," says **Janne Illman**, Marketing Director of Fazer's Plant-Based Drinks business unit.

"In a consumer test<sup>3)</sup>, our new Smooth gurts received exceptionally positive feedback. Testers especially praised their rich and fresh taste and soft texture. Even persons who have not previously used plant-based gurts liked our novelties," Illman continues.

"With Fazer Aito products, there's no need to compromise. In addition to being delicious, they are also a responsible choice that supports well-being," says Illman.



The renewed Fazer Aito gurts are manufactured at the modern, carbon-neutral facility of the contract manufacturer Finnish Food Factory in Kouvola, Finland. A pioneer in plant-based products, Finnish Food Factory specialises in beverages, gurts and spreads, using Finnish oats in its production.

### Six flavours, three package sizes

With three package sizes, the new Fazer Aito gurts suit households of all sizes and various usage occasions. There are a total of six flavour options. All new gurts have the Heart Symbol and the Key Flag Symbol, and they are vegan. The products are made in Finland from domestically grown oats.

The flavours and package sizes of the new products are

- Natural 400 g and 1 kg
- Vanilla 150 g, 400 g and 1 kg
- Strawberry 400 g and 1 kg
- Blueberry 150 g and 400 g
- Mango 400 g
- Pear 150 g



### Greek Style and Oat Desserts also renewed

Alongside the launch of the new oat gurts, Fazer Aito Greek Style and Fazer Aito Oat Desserts have also been renewed. Like all Fazer Aito gurts, they are now enriched with vitamins B2, B12 and D, and calcium. Greek Style has a lower fat content and



more protein than before. The product packaging design has been harmonised with the packaging of other gurts.

### **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.

<sup>1)</sup> Innova Category Survey 2025, conducted in 35 countries, each with N=1500

<sup>2)</sup> Keys for best in class gurt survey 2024, Augur, N=1000

<sup>3)</sup> Foodwest consumer survey 2/2025, N=225, blind tasting

**Images:** <https://fast.fazer.com//jBCQtTD9q7-t> or via <https://www.fazergroup.com/fi/medialle>  
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### **Additional information:**

Reeta Kylänpää, Communications Manager, Fazer Group, [reeta.kylanpaa@fazer.com](mailto:reeta.kylanpaa@fazer.com), tel. 0400 270 559

Fazer Media desk tel. +358 40 668 2998 (weekdays 8:00 - 16:00 EET), [media@fazer.com](mailto:media@fazer.com)

### **Fazer Group**

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