



Press release
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Fazer strengthens its position in Germany – Samu Haber becomes brand ambassador for Fazer Aito oat drinks

Fazer is strengthening its position in Europe's largest plant-based product market by expanding the sales of Fazer Aito oat drinks in Germany. The products became available in July in over a thousand stores of Rewe, the country's second-largest retail chain. Finnish artist Samu Haber is the face of the extensive launch campaign. Expanding into the German market is a key part of Fazer's international growth strategy.

Germany is the largest market in Europe for plant-based products, with oat-based drinks being the most popular category.¹⁾ Nordic, high-quality oats are widely appreciated across Europe. For example, nearly 570 million kilos of oats were exported from Finland to Germany last year, according to the Natural Resources Institute Finland.²⁾

"Fazer has been developing plant-based products for the Nordic markets for a long time, and they are also a key part of our international growth. The expansion of Fazer Aito oat drinks into Rewe stores in Germany is a significant step forward in Europe's largest and rapidly growing plant-based product market," says **Janne Illman**, Marketing Director for plant-based drinks at Fazer.

Fazer Aito stands out in oat drink taste tests for its excellent flavour

Fazer Aito oat drinks meet consumers' needs for plant-based products that taste good and represent sustainable choices.³⁾ In Finland, Fazer Aito products are already part of everyday life for many, and now they are also enjoyed at German dining tables.

High-quality, pure ingredients and excellent taste have also impressed German consumers. In consumer tests, the products have been praised specifically for their outstanding quality, delicious flavour, and modern packaging.⁴⁾ In Germany, 84% of taste test participants expressed willingness to purchase Fazer Aito oat drinks.

Fazer Aito Oat Drink and Fazer Aito Barista Oat Drink became available in spring 2025 in stores of Germany's largest grocery chain, Edeka, and in June also in its subsidiary Budnikowsky stores. In July, product availability increased significantly as the oat drinks were launched in over a thousand stores of Rewe, the country's second-largest retail chain.



Artist Samu Haber as Fazer Aito brand ambassador in Germany

In Germany, the brand ambassador for Fazer Aito oat drinks is artist **Samu Haber**, who charmed the nation as a judge on The Voice of Germany. He embodies authenticity, the Scandinavian lifestyle, and a modern, relaxed approach to life.

The collaboration with Haber will be visible in retail stores and across social media during his tour in Germany and beyond. The campaign runs through August and September, as Fazer Aito embarks on a tasting tour across Northern and Southern Germany.

"The Fazer Aito launch is one of our most visible marketing efforts in Germany. Samu is a super popular musician there, and his positive and approachable personality draws attention. It has been insightful to combine the appeal of a rock star with the growth of the oat drink. Samu is now bringing Nordic, plant-based products to the attention of Germans in his own personal and authentic way. The campaign is widely visible across digital channels and in-store marketing materials around the country, and fans can even win tickets to Samu's concerts. And best of all – even backstage, Samu now enjoys his coffee with Fazer Aito," says Illman.

Fazer Aito

- Fazer Aito is a family of oat-based products offering plant-based alternatives for drinks, cooking, baking, and snacking.
- Fazer Aito oat drinks and the entire product range – including protein drinks and "gurts" – are made from Nordic oats.
- Nordic oats are considered high-quality, responsibly produced, and clean raw materials with scientifically proven health benefits.
- Nordic oat-based drinks have significant growth potential in international food markets.
- Learn more: <https://www.fazeraito.com>

Fazer Lifestyle Foods

- Founded in 2017, Fazer Lifestyle Foods produces healthy and plant-based snacks and beverages.
- Its most well-known brands include the Fazer Aito and Fazer Alku product families, both made using Nordic oats.
- Fazer Lifestyle Foods also produces Froosh smoothies, made entirely from fruits and vegetables with no added ingredients.
- Plant-based products are manufactured in both Finland and Sweden.
- Fazer Lifestyle Foods aims to become the leading producer of plant-based products in Northern Europe, with a strong focus on international sales.
- Fazer Group products are sold in 40 countries, accounting for 15% of Finland's total food exports.

**Sources:**

- 1) <https://gfieurope.org/de/plantbased-markt-deutschland-und-europa-2021-2024/>
- 2) <https://www.luke.fi/en/news/exports-of-agrifood-products-accelerated-a-record-volume-of-oats-exported-to-germany>
- 3) GfK Sustainability Index, August 2024
- 4) Foodwest Consumer Research Leipzig & Essen, N=101, W2/2025

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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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