



Press release  
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## **“Too Good for Food Loss” sales points launched in all Fazer Gateau bakery shops**

**Fazer’s Gateau artisan bakery is strengthening its efforts to reduce food loss by launching “Too Good for Food Loss” points in all its bakery shops in Finland and Sweden. From now on, breads and buns from the previous day will be sold at 40% off.**

“We have previously sold Gateau bakeries’ day-old breads and buns through digital food loss platforms such as ResQ Club. Now, these discounted surplus products are also available to everyone in our bakery shops,” says **Miika Kostilainen**, Head of Fazer Retail.

Each Gateau bakery shop features a “Too Good for Food Loss” point, where customers can find great deals: breads and buns from the previous day are sold at a 40% discount. In Finland, Gateau shops are located in Helsinki, Espoo, and Kauniainen.

“Feedback on the ‘Too Good for Food Loss’ points has been extremely positive from both customers and staff. When surplus products are clearly displayed, they are easy to find, purchasing becomes easier, and the impact on reducing food loss is even greater,” Kostilainen says.

### **New surplus bun crafted from cinnamon roll ends**

Food loss reduction is strategically important for Fazer, as it helps save significant amounts of raw materials and energy while lowering the carbon footprint. In 2024, Fazer reduced food loss by 13% compared to the 2020 level. The goal is to halve food loss by 2030, and this is one of the bonus targets in the company-wide reward system.

“We approach food loss reduction in our artisan bakeries with ambition and innovation – we create new products from surplus. A great example is Gateau’s Feel Good Boston Bun, made using leftover ends from cinnamon roll baking,” Kostilainen says.

“We actively monitor and measure food loss generation. We continuously optimise production planning and processes in our bakeries to minimise food loss, and we have a long tradition of donating food to charity organisations and associations,” he adds.



### **About Gateau**

*Gateau is an artisan bakery founded in Stockholm in 1937 and owned by Fazer. It bakes using traditional French recipes. There are 13 Gateau bakery shops in Finland and 36 in Sweden. Gateau bakeries are located in Sörnäinen, Malmö, and Stockholm.*

### **More information:**

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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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