



Press release
13 November 2025

Mats Liedholm, Managing Director of Fazer Sweden, appointed to the Board of FoodDrinkEurope

Mats Liedholm, Managing Director of Fazer Sweden, has today been appointed to the Board of the European industry association FoodDrinkEurope.

FoodDrinkEurope represents the European food and drink industry in Brussels. The organisation brings together food producers across the EU and works with more than 700 experts through its committees and working groups. Its purpose is to advocate collectively for the sector, strengthen business conditions, and ensure through insight and expertise that political decisions in the European Parliament and the European Commission are favourable to Europe's food producers and food production.

The appointment was confirmed at FoodDrinkEurope's Board meeting on 13th of November, where Mats Liedholm, Managing Director of Fazer Sweden, was appointed to the Board of the European association representing food manufacturers. Mats Liedholm was jointly nominated by the Nordic countries and Estonia, giving him a strong mandate to represent the food industry in the Nordic region.

"It is an honour to represent our vital industry at EU level. I look forward to contributing with perspectives from Fazer and the Swedish Food Federation, Livsmedelsföretagen, as well as from the other Nordic countries and Estonia. Especially in these times, food producers are crucial to Europe's resilience and economy. What is not produced in peacetime cannot be produced in times of crisis either. Strong business conditions today are therefore the foundation for robust food preparedness tomorrow," says **Mats Liedholm**.

Mats Liedholm has worked at Fazer since 2018 and has served on the Board of the Swedish Food Federation (Livsmedelsföretagen) since 2023. Earlier this year, he was also elected Chair of the Swedish Grocery Suppliers Association (Dagligvaruleverantörerna, DLF). Liedholm will be formally elected to the Board at FoodDrinkEurope Annual General Meeting in 2026 but will from now participate in the Board work.

FoodDrinkEurope promotes ideas and strategies that enable the European food and drink industry to produce products that are not only safe but also contribute to a greener planet, healthier lives, and a growing economy.



The food industry is Europe's largest manufacturing sector, comprising nearly 300,000 companies, 99% of which are small and medium-sized enterprises, and employing 4.6 million people.

Learn more about FoodDrinkEurope here: <https://www.fooddrinkEurope.eu>

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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