



Press release
9 February 2026

Set the table with Fazer's newest and most beloved Easter treats

Easter brings mouth-watering novelties to stores: Karl Fazer Peach Yogurt pralines delight with their fruity flavour, and the American Pastilles Chocolate Egg hides mini American Pastilles inside. The beloved classic Mignon egg turns 130 years. Fazer's selection combines the traditional flavours of spring's most cherished celebration with exciting and eye-catching new products.

Karl Fazer Peach Yogurt pralines 250 g

Karl Fazer pralines get a delicious new flavour. Perfect for the Easter table or as a gift. The fruitiness of peach yogurt brings a springtime feeling to the soft milk chocolate. Made at Fazer's Vantaa chocolate factory. Key Flag symbol.

American Pastilles Chocolate Egg 65 g

The American Pastilles Chocolate Egg adds a playful twist to Easter: beneath the rich milk chocolate shell hides a handful of mini American Pastilles. No unnecessary plastic waste, just a delicious chocolate experience.

Mignon 52 g

Fazer's founder Karl Fazer discovered the idea for the Mignon egg during a business trip to Germany and began making this classic of Finnish Easter tradition in 1896. About 1.6 million Mignon eggs are handmade each year at Fazer's Vantaa chocolate factory. Dairy-free, gluten-free. Key Flag symbol.

Mignon 3-pack

A special anniversary edition of beautiful, redesigned Mignon eggs in a pack of three. Available at Fazer Experience Visitor Centre, Fazer Café Kluuvikatu, and the Fazer Store online shop.

Dumle mini chocolate eggs 90 g

Dumle mini chocolate eggs are a mouth-watering combination of Dumle-flavoured filling and delicious milk chocolate. These sweet mini eggs bring joy as Easter decorations and are perfect for snacking as they are. Don't forget the Dumle mousse egg in a handy sharing pack of four!

Easter pastries draw from tradition



Fazer Leipurit Lemon Quark Braid 390 g

A soft butter-handcrafted bun loaf filled with the baker's own lemon-quark filling, perfectly fresh and tangy. Lactose-free. Produce of Finland label. Available at Fazer Bakers in-store bakeries from 26 February.

Fazer Lemon Meringue Cake Roll 450 g

The Fazer Lemon Meringue Cake Roll is inspired by the classic Lemon Meringue Pie dessert. It charms with its fresh, tangy lemon and crisp meringue. Lactose-free, may contain soy. No palm oil. Packaging made from 100% recycled plastic. In shops for a limited time 27 Jan–20 Apr 2026.

Oululainen Pullava Orange–Quark Braid 400 g

This spring's seasonal braid features a refreshing combination of orange and quark. Baked at Fazer's Lahti bakery from long-rested dough, giving the braid depth and juiciness of flavour. Low-lactose, soy-free. No palm oil. Key Flag symbol. In shops on 27 Jan–20 Apr 2026.

Fazer Doris Mango 250 g

Fazer Doris Mango cookies have soft mango-flavoured filling and a crispy cocoa biscuit. Their cheerful colours brighten the Easter coffee table. Made at Fazer's Vantaa biscuit factory. No palm oil. Key Flag symbol.

Oululainen Herkkulimppu 450 g

For spring, Oululainen Herkkulimppu comes in cheerful festive packaging perfect for the Easter table. This soft, moist classic loaf features a hint of sweetness along with anise, caraway and real buttermilk. Lactose-free. Produce of Finland label.

Fazer Kiireetön Muesli Bread 390 g

Fazer Kiireetön Muesli Bread offers an option for those seeking a sweeter, more multigrain alternative to traditional limppu. Its delicious taste comes from a blend of oats, seeds and fruits, bringing texture and natural sweetness. Perfect for brunch, festive settings or everyday enjoyment. Lactose-free. Produce of Finland label.

Press-ready images: <https://fast.fazer.com/I/ZVQp8bM2SxnV>

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We follow Fazer's Cocoa Vision in our cocoa sourcing. Read more: www.fazercocoavision.com/

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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