



Press release
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The cocoa-free and vegan hit bar Fazer Taste the Future Raspberry Dream returns to stores

Fazer's delicious cocoa-free and vegan innovation, the Taste the Future Raspberry Dream wafer bar, will return to retail stores in February 2026. The newcomer, which quickly became a consumer favourite, sold out last summer when Fazer first launched it in Finland and Sweden.

In the coating of the Taste the Future Raspberry Dream wafer bar, Fazer has replaced cocoa with Finnish rye. The limited edition launched in summer 2025 was the first cocoa-free innovation produced on an industrial scale at Fazer's confectionery factory in Vantaa.

The first production batch sold out immediately, and now the cocoa-free wafer bar will be produced in significantly larger quantities. The product will arrive in all major retail stores across Finland as well as at Fazer's online shop, Fazer Store, during February.

"People have found it hard to believe that the coating of the Taste the Future Raspberry Dream wafer isn't chocolate. Even more surprising is that the product uses Finnish malted rye, which creates a roasted, cocoa-like flavour. Many have asked us to bring this unique innovation back, and now the bar is returning," says **Heli Anttila**, VP, Product Development at Fazer Confectionery.

A consumer survey conducted via the QR code on the Raspberry Dream packaging received nearly 800 responses. The crispy wafer combined with the soft raspberry and vanilla filling received extensive praise. 70% of respondents found the cocoa-free product very interesting, and more than 90% said they would purchase the bar again after tasting it.

Fazer is developing the chocolate of the future

Climate change poses an increasing threat to the availability of raw materials, particularly in cocoa-growing regions. As part of its sustainability work, Fazer is actively seeking resilient solutions for the future of food systems through its Taste the Future innovation programme, which for several years has focused on developing entirely new, alternative raw materials.

"Our goal is to build sustainable food solutions so that chocolate and other treats can continue to be enjoyed even in changing future conditions. The Taste the Future



Raspberry Dream bar is an example of our efforts to create entirely new kinds of products for future generations – without compromising on taste or texture,” Anttila explains.

Replacing cocoa with a grain-based raw material is not Fazer’s only pathway. The company is also exploring additional technologies that could support the future of cocoa.

Fazer Taste the Future Raspberry & Vanilla Wafer, 21 g

- Grain-based wafer bar. No cocoa used; instead, it contains 10% malted rye.
- Flavour: fresh raspberry and vanilla with a soft texture.
- Grains sourced from the Lahti region.
- Fazer uses only Finnish rye and oats in its production.
- Vegan and palm-oil free.
- Manufactured on a line that also processes milk chocolate products.
- Available from retail stores across Finland, Fazer’s online shop Fazer Store, Fazer Experience Visitor Centre in Vantaa, and Fazer Café Kluuvikatu 3 in Helsinki.

Additional information: Fazer’s Media desk tel. +358 40 668 2998 (weekdays 8:00 - 16:00 EET), media@fazer.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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