



Press release
26 February 2026

The plant-based Fazer Aito product family expands: Organic oat drink returns to stores – refreshing new Strawberry & White Choco protein flavour delights

The Fazer Aito Organic Oat Drink returns to stores by popular demand. At the same time, the Fazer Aito range of protein-rich oat drinks is expanded with a new flavour: Strawberry & White Choco. The protein drink has been developed to meet consumers' demand for delicious, plant-based products.

Fazer Aito Oat Drink Organic 1 | ESL returns to the chilled shelves in stores following consumer demand. The oat drink is made in Finland and contains only three ingredients: water, gluten-free organic oats and a pinch of salt. No additives and no artificial flavours. Fazer Aito Organic Oat Drink is gluten-free and well suited for drinking as such or for cooking. Vegan. The product will be available in stores from March 2026.

Fazer Aito Protein Oat Drink Strawberry & White Choco 250 ml contains 17 g of protein from oats, peas and fava beans. The novelty is fully plant-based and contains no added sugar. The fresh combination of strawberry and white chocolate makes it a perfect snack for a busy day. Other flavours in the range include Choco and Salted Caramel. Vegan. The product will be available in stores from the end of January.

Images:

<https://fast.fazer.com/l/6wMkhB7n7F9g>

Further information and product samples:

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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 almost 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 2025, Fazer Group had net sales of 1,200 million euros.

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