



Press release
8 April 2026

Fazer Rosé Jellies delight, Omar surprises as a deliciously melt-in-the-mouth chocolate tablet

Fazer once again introduces new, on-trend flavours and beloved classics in a new form to the confectionery shelves. The combination of sweet and salty is one of the prevailing international confectionery trends, and it is also visible on Finnish sweet aisles. Fazer's new confectionery products will be available in shops from early May, with the new Fazer Rosé Jellies arriving already in early April.

Karl Fazer Omar chocolate tablet 180 g (Limited Edition)

Omar celebrates its 60th anniversary by combining soft toffee pieces – loved by Finns since 1922 – with Karl Fazer milk chocolate. Palm oil free. Available for a limited time only until the end of 2026.

Tutti Frutti Salty Fruits 220 g

The fruity favourite gets a salty twist as Tutti Frutti Salty Fruits combines fresh fruit flavours with salty liquorice sugar for an irresistible flavour pairing. Vegan, palm oil free, with natural colours and flavourings.

Fazer Rosé Jellies 260 g

The success story of Skumppakuulat and Halloweenkuulat continues. Rosé Jellies bring sparkling joy to spring and summer celebrations. Vegan, gluten free. In shops from 6 April.

Marianne Orange 220 g

Under the hard shell of Marianne Orange lies dark chocolate. The beloved classic was removed from the Marianne Mix in 2015 and now returns in its own bag. The orange-flavoured Marianne was once also known as Annemari. Vegan, palm oil free.

Remix Mökkimix 300 g

The hit bag of summer 2025, Mökkimix, returns to the shops in a new 300 g size. The well-liked assortment remains unchanged. Mökkimix will be sold throughout the cottage season: from early May until the end of August.



Dumle Summer Mix 180 g

The limited-edition summer bag features flavours chosen by consumers: banana, strawberry and pear. Palm oil free.

Dumle Crispy Twins countline 40 g

Two delicious bars in one pack. Dumle Crispy Twins combine crispy wafer, soft Dumle-flavoured filling and milk chocolate.

Susu Crunchy Salted Caramel Protein countline 45 g

The new protein bar combines salted toffee and protein nougat. Covered in chocolate. Contains 13 g of protein and only 1.5 g of sugar. Palm oil free.

[Fazer's novelty box can now be ordered from the Fazer Store online shop.](#)

Print-ready images

Print-ready images can be found by following the path: www.fazergroup.com – Media – Image Bank – Media_Press – Finland – Fazer's Summer Confectionery Novelties 2026

or download the images here: <https://fast.fazer.com//BtkrmjpnJTTC>

Further information

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We adhere to 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 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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