



Press release  
14 April 2026

## **Fazer's bakery novelties delight the fans of Pullava and Reissumies Filled breads**

This spring, Pullava – celebrating its 50th anniversary this year – presents mini buns in caramel and cinnamon flavours, staying true to Pullava's iconic softness. The new Fazer Puikula Fluffy Wholegrain, two completely new Fazer Lemppari flatbreads, and Oululainen's delicious Jälkiuuni Rustic Oat will also arrive in bread shelves. The Reilu Graham offers a high-fibre option, and the Oululainen Reissumies Filled Bread range expands with three new delicious on-the-go snacks.

### **Pullava turns 50 – new mini buns arrive in stores to celebrate the anniversary year**

#### **Oululainen Pullava Mini Cinnamon rolls 240 g**

A new small treat joins the Pullava family: a wonderfully soft mini bun with a cinnamon filling and Pullava's recognisable flavour. Vegan, soy-free. Palm oil free. Available in stores from 21 April 2026.

#### **Oululainen Pullava Mini Caramel rolls 240 g**

Warm caramel combined with Pullava's familiar, rich flavour. Perfect for small snacks, coffee tables and picnics. Vegan. Soy-free. Palm oil free. Available in stores from 21 April 2026.

### **Novelties in the bread shelf**

#### **Fazer Puikula Fluffy Wholegrain 6 pcs 360 g**

The new Puikula is a soft, fluffy light sliced bread where the flavour of wholegrain wheat and oats (51% of flour) brings wholegrain to the whole family's breakfast and snack moments. Includes 11 g of wholegrain per slice. High in fibre, baked from Finnish grains at Fazer's Vantaa bakery. Produce of Finland label. Available in stores from 21 April 2026.

#### **Fazer Lemppari Thin Cheese Bread 9 pcs 250 g**

A mild, cheese-flavoured and soft flatbread that received an extremely positive response in consumer tests as a flatbread for the whole family. Suitable for breakfast, snacks and small savoury moments. Lactose-free, egg-free, soy-free. Available in stores from 21 April 2026.

#### **Fazer Lemppari Very Thin Bread 12 pcs 175 g**

The new thinner Lemppari flatbread tastes great on its own and also works



versatilely as a base for mini pizzas and tacos. Lactose-free, egg-free, soy-free. Available in stores from 21 April 2026.

### **Oululainen Jälkiuuni Rustic Oat 4 pcs 240 g**

A deep, rustic flavour from oats and malt combined with the traditional character of after-oven bread: Rustic Oat is perfect for lovers of strong flavours and full-bodied taste. 68% of the flours used in baking are wholegrain. Oululainen Jälkiuuni Rustic Oat, as well as the already available Archipelago Oat, are now in a paper bag packaging. Jälkiuuni is always baked using a simple recipe from Finnish grain at Fazer's Lahti bakery. Produce of Finland label. Available in stores from 21 April 2026.

### **Oululainen Reilu Graham 550 g**

A fibre-rich graham bread baked from Finnish grain and suitable for versatile usage occasions. The fairly thick slices work excellently toasted in sandwiches and in everyday family meals. Dairy-free, vegan, egg-free, soy-free. Baked in Fazer's Vantaa bakery. Produce of Finland label. Available in stores from 21 April 2026.

*Oululainen Reilu serves as the main partner of Special Olympics in Finland. The partnership is built on a shared goal of promoting equality, wellbeing and the joy of physical activity for people of all ages and ability levels.*

## **Sweet moments for summer**

### **Fazer Min doughnut 160 g (8 pcs)**

A small, soft, sugar-coated mini doughnut with a light hint of orange in the flavour. Suitable for celebrations and small everyday treats. Available in stores from 21 April 2026.

### **Seasonal treat: Fazer Mansikkapaikka cake roll with strawberry and white chocolate**

Summer strawberry and delightful white chocolate. A charming treat for the coffee table and an everyday mood lifter. Low-lactose. Seasonal product available from 21 April to 17 August 2026.

### **Seasonal treat: Oululainen Pullava Strawberry and Vanilla sweet loaf 400 g**

During summer, Pullava fans are also indulged with a seasonal treat, Oululainen Pullava Strawberry and Vanilla sweet loaf. This refreshingly summery loaf features strawberry jam and vanilla filling. Lactose-free, soy-free, palm oil free. The product is made in Fazer's Lahti bakery. Key Flag symbol. Available in stores from 21 April to 17 August 2026.

### **Seasonal treat: Fazer Gluten-free Strawberry cake 2 pcs 260 g**

The strawberry mini cake contains a strawberry filling and is topped with a pink



icing. The convenient 2-piece pack is easy to take along, for example on a summer picnic. Lactose-free, gluten-free and soy-free. Fazer Gluten-free Strawberry cake is baked at Fazer's gluten-free bakery in Lahti. Key Flag symbol. Available in stores from 21 April to 17 August 2026.

## **Sandwiches and gluten-free innovations**

### **Oululainen Reissumies Filled bread Oat Tuna-Jalapeño 145 g**

Between soft oat bread slices is a juicy tuna filling, pickled red onion and jalapeno to add a kick in the flavour. A filling and trendy flavour combination for snacks and quick lunches. Made in Finland. Key Flag symbol. Lactose-free. Available in stores from 14 April 2026.

### **Oululainen Reissumies Filled bread Oat Chicken Caesar 140 g**

Delicious oat bread from Reissumies filled with plenty of chicken and crisp romaine lettuce. The flavour experience is crowned by a rich sauce seasoned with parmesan, garlic and capers. A classic favourite flavour now as a sandwich. Made in Finland. Key Flag symbol. Low-lactose. Available in stores from 14 April 2026.

### **Oululainen Reissumies Gluten-free Filled bread Oat Tuna-Jalapeño 145 g**

A richly seasoned new product from Reissumies where juicy tuna filling, pickled red onion and hot jalapeno work excellently with dark gluten-free bread. Made in Finland. Key Flag symbol. Lactose-free. Available in stores from 14 April 2026.

### **Oululainen Reissumies Gluten-free Thin Slow-baked Portion Bread 3 pcs 150 g**

A gluten-free, thin and flavourful after-oven bread. The chewy crust and longer baking time bring the authentic feel of traditional after-oven bread. Includes 11 % of wholegrain. Baked at the gluten-free bakery in Lahti. Dairy-free and lactose-free. Key Flag symbol. Available in stores from 21 April 2026.

#### **Press images:**

<https://fast.fazer.com/l/nHMQsz8x6mMV>

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#### **Fazer Bakery Finland**

Fazer is the leading bakery company in Finland. Fazer's large bakeries are located in Vantaa, Lahti and Lappeenranta. The company also operates more than 140 in-store bakeries within grocery stores, where artisan bakers handcraft bread on-site from Finnish flour. Fazer Bakery



employs approximately 1,600 people in Finland. The domestic content of bakery production is 94%.

### **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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