



Press release
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Fazer Aito responds to consumer wishes – a delicious apple & cinnamon flavour joins the gurt range, along with more pack sizes

This spring, Fazer introduces a new gurt flavour to the Finnish consumers: Fazer Aito Gurt Apple & Cinnamon. At the same time, the refreshing Fazer Aito Gurt Pear, a long-time consumer favourite, will be launched in a larger pack size. Finns are enthusiastic gurt consumers when comparing internationally². Fazer continues to develop its oat-based gurt range by actively listening to consumer wishes and feedback.

Fazer Aito Gurt Apple & Cinnamon 150 g

The rich, smooth and indulgent apple-cinnamon flavour tops consumers' wish lists¹. Apple-cinnamon is a familiar and much-loved flavour in Finnish desserts. This vegan gurt is suitable for everyday use as well as for moments of indulgence, offering variety to classic flavours. Heart Symbol and Key Flag Symbol. Made in Finland, in Kouvola. Available in S-Group stores at the end of April and in K-Group stores from early May.

Fazer Aito Gurt Pear 400 g

Fazer Aito Gurtti Pear 150 g has quickly found its place in consumers' hearts and is one of the best-selling products in the Aito gurt range⁴. Now this popular flavour is also available in a larger, shareable 400 g pack. Its rich texture and refreshingly fruity taste make it a versatile everyday favourite. The vegan gurt meets the needs of both heavy users and occasional consumers. Heart Symbol and Key Flag Symbol. Made in Finland, in Kouvola. Available in S-Group stores at the end of April and in K-Group stores from early May.

Finns are the world's most avid gurt consumers

When looking at global gurt consumption², Finland takes the top position: as many as 18% of Finns say they consume plant-based gurts, compared to a global average of 10%. Of Finnish gurt users, 44% eat gurts at least weekly, and almost a quarter say they have increased their gurt consumption over the past 12 months. Taste is the most important selection criterion, and perceptions of healthiness and responsibility also strongly influence choice.

According to a study commissioned by Fazer³, consumers want good-tasting gurts that resemble dairy yoghurts as closely as possible in both flavour and



texture. Two thirds of plant-based gurt buyers who responded to the study prefer gurts made from oats.

Fazer Aito gurts underwent a complete transformation last autumn

The new Fazer Aito Smooth gurt family has delighted consumers with richer flavours, a smoother texture and fresh pastel-toned packaging. In addition, the new Fazer Aito gurts contain more protein (1.9–2.3 g/100 g) than before (0.9–1.2 g/100 g), and are 100% plant-based and made from Finnish oats.

- 7 delicious flavours
- 3 pack sizes for different needs
- Vitamins B2, B12 and D, plus calcium
- Heart Symbol & Key Flag Symbol
- Made from Finnish oats in Kouvola in a carbon-neutral factory

Sources

1. Fazer Gurt Study 2024, Finland. N=555, gurt consumers on which flavours they would buy in gurts.
2. Innova Category Survey 2025, study conducted in 35 countries, N=1500 per country.
3. Keys for Best-in-Class in Gurt study 2024, Augur, N=1000.
4. Analyse2, grocery retail sales data (POS), Kesko and S-Group.

Print-ready images

Print-ready images can be found by following the path: www.fazergroup.com – Media – Image Bank – Media_Press – Finland –Fazerin kaurapohjaiset gurttiutuudet kesä 2026

or download the images here: <https://fast.fazer.com/l/WJgtvwNMKK6n>

More information

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Fazer Group

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