



Press release  
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## **Fazer Experience Visitor Centre continues to gain popularity – it welcomed its two-millionth visitor in April 2026**

**In 2025, Fazer Experience Visitor Centre broke its all-time visitor record of 250,000 visitors. Unique in Finland, the Visitor Centre is an experiential destination that has grown in popularity throughout its ten years of operation. As summer approaches, the share of international visitors is also expected to increase.**

"The share of guided tours conducted in languages other than Finnish and Swedish has increased significantly over the past four years, and in 2025 these tours, mostly guided in English, already accounted for more than 20 per cent of our visitors," says **Anu Kokko**, Director of Fazer Experience Visitor Centre.

"Fazer Experience Visitor Centre has firmly established its position, and international guests have embraced the destination as their own. Welcoming our two-millionth visitor demonstrates the strong demand for a versatile visitor destination such as ours," Kokko continues.

The Visitor Centre is a unique experience with a multimedia exhibition, Fazer Café, shop, event and meeting services and a wide range of activities, from cooking schools to children's birthday parties.

Fazer has been welcoming visitors to its facilities for more than 70 years. The seasons, consumer trends and products for the different times of year as well as respect for craftsmanship are reflected in the Visitor Centre throughout the functions, in the catering as well as in the themes.

### **Fazer highly recommended by domestic and international visitors**

Opened in 2016, Fazer Experience Visitor Centre is one of Vantaa's most international and popular visitor attractions. Its location in the Helsinki metropolitan area, close to the airport, makes this versatile destination easily accessible.

"It's wonderful to be the two-millionth visitor – and to bring a group to a place where everything works! On the guided exhibition tour, Fazer's story and values are revealed in an inspiring way, and the guide's expertise and enthusiasm truly bring the works to life and make the experience memorable," says **Talitha van den Broek** from the Dutch company Focusplaza, which organises professional study trips.

"There is no single typical visitor, as we welcome families, domestic and international tourists, corporate clients, early childhood education groups, and school excursion groups alike. What they all share is that they strongly recommend us," Kokko



continues. "We are committed to meeting and exceeding our visitors' expectations every day."

High level of customer satisfaction continuously encourages the Visitor Centre to develop new services and invest in the functionality of its facilities. In addition to inspiring content, visitors value the time spent together. A sense of community and shared experiences is reflected, for example, in the popular chocolate art workshops.

### **The exhibition tour allows visitors to experience Fazer with all their senses**

The exhibition is a cross-section of the company established in 1891, its people, the production of its beloved products and the excellent quality that has become the company's trademark. Each exhibition tour is guided by trained guides and lasts approximately one hour.

The multisensory exhibition tour invites visitors to reflect on the sustainability and impact of their own food choices, while exploring the exciting future of food. The main attractions of the exhibition include the tropical indoor garden, a giant Mignon bunny made of empty eggshells and Globe 2030 – the planet Earth seen from the Moon.

When it opened in 2016, Fazer Experience Visitor Centre also represented a significant investment in Finnish design. The building's architectural language reflects Fazer's values, and its architecture has been praised for generating added value for the business. The Visitor Centre has received several awards, including the Steel Structure of the Year Award 2016, the Vantaa Kehäkukka Architecture Award 2017, and the Glass Structure of the Year Award 2018.

The Fazer Experience Visitor Centre has been awarded the Sustainable Travel Finland certificate as a symbol of our dedication to promoting sustainable tourism.

**Print-ready images** can be found by following the path: [www.fazergroup.com](http://www.fazergroup.com) – Media – Image Bank – Media\_Press – Finland – Fazer Experience Visitor Centre 2026

or download the images here: <https://fast.fazer.com//DSVkmn8cmTBH>

#### **Further information and reservations:**

[www.visitfazer.com](http://www.visitfazer.com)

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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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