



Press release

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Fazer Alku introduces a renewed range of single-serving instant porridges, a honey granola and whole grain pillow oat cereal with no added sugar

Fazer Alku launches five new single-serving instant porridge flavours, a high-fibre granola with honey and whole grain pillow oat cereal with no added sugar – the only no added sugar pillow cereal in the market. The new products combine enjoyable new flavours with healthiness and everyday convenience. The novelties will be available from 1st of August 2026.

New Fazer Alku single-serving instant porridges – five delicious flavours

Single-serving porridges are a favourite for many, as they are suitable for breakfast or an evening snack at home, as well as a quick bite on the go. Different flavour variants offer variety for those keen to try something new, and the porridges are easy to customise with your favourite toppings. Whole grain and high-fibre porridges are also a nutritionally excellent choice.

This autumn, the Fazer Alku single-serving instant porridge range is being renewed, with five tasty options arriving in stores. All new instant porridges carry the Produce of Finland label and the Heart Symbol. They are made in Finland from Finnish oats.

- **Fazer Alku Tastier + fibre single-serving instant porridge 175 g (5 x 35 g)**
The delicious oat grains in this improved single-serving instant porridge are flaked whole and very thin. Together with added oat bran, this creates a pleasant, fluffy texture. Oat fibre supports digestive function¹⁾, and the beta-glucan it contains has been shown to lower blood cholesterol²⁾. Vegan.
- **Fazer Alku Baked apple single-serving instant porridge 175 g (5 x 35 g)**
Flavourful apple, mild cinnamon, and a touch of sugar create a pleasant, gentle taste. Finnish whole grain oats and high fibre content make this porridge a delicious saviour for everyday moments. High in fibre and whole grain, it is perfect for breakfast or as a snack. Vegan.
- **Fazer Alku White chocolate & blackcurrant single-serving instant porridge 175 g (5 x 35 g)**
An irresistible combination of rich white chocolate and fresh blackcurrant. Finnish whole grain oats and high fibre content make this porridge a tasty choice for everyday treat moments.
- **Fazer Alku Strawberry & apple + Protein single-serving instant porridge 175 g (5 x 35 g)**
The fresh flavours of strawberry and apple combine with added protein and Finnish whole grain oats. High in fibre and protein, this porridge supports an active day in a delicious way. Vegan.
- **Fazer Alku Liquorice & date single-serving instant porridge 175 g (5 x 35 g)**



A combination of full-bodied liquorice and sweet date brings a new kind of delicious flavour to your porridge moment. This high-fibre treat brightens everyday moments. Vegan.

Crunchy whole grain oat products for the cereal and granola shelf

Fazer Alku Oat pillows whole grain oat cereal 500 g

Deliciously crunchy cereals made from whole grain oats, containing 91% whole grain and no added sugar. As a low-sugar product, they are suitable for versatile breakfasts and snacks for the whole family. The large 500 g value pack lasts longer. The Heart Symbol. Produced at Fazer's own mill in Sweden.

Fazer Alku Granola with honey 375 g

This honey granola combines crispy roasted whole grain oats with the natural sweetness of honey. Its light and crunchy texture is created not only by roasted whole grain flakes but also by crispy multigrain cereals. Rich in fibre and whole grain, it is perfect for breakfast and snack moments for the whole family. Add to yoghurt, pour over milk or enjoy as it is! The product carries both the Heart Symbol and the Produce of Finland label. The granola is produced at Fazer's own mill in Lahti. The pack features a convenient pouring spout.

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- ¹⁾ Oat fibre supports digestive function by increasing the bulk of intestinal contents.
- ²⁾ The flake mix is rich in fibre and oat beta-glucan, which, as part of a balanced diet and healthy lifestyle, helps maintain normal blood cholesterol levels. The beneficial effect is achieved with a daily intake of at least 3 g of beta-glucan. One single-serving bag (35 g of flakes) of Fazer Alku Tastier + fibre porridge contains 1.4 g of oat beta-glucan.

Further information:

Fazer media phone, Mon–Fri 8:00–16:00, tel. +358 40 668 2998, media@fazer.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 6,000 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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