



The amount of meat decreased by 18% in Fazer Food Services' continued nudging initiative

Fazer Food Services wants to encourage guests to make sustainable and healthy choices by introducing nudging in its restaurants. First out was Sweden during 2015, showing an impressive increase of greens by 10 per cent. Now Finland has ended the first nudge pilots and the results are remarkable.

As a part of Fazer Food Services' environmental goals to increase the share of vegetables and reduce the amount of meat, nudge pilots have been executed in restaurants around the Nordics in cooperation with GreeNudge. Nudges are positive and non intrusive ways of stimulating healthy and sustainable consumption by, for example, changing how a buffet is designed and how dishes and choices are presented. When pilots took place in Sweden during spring 2015, the consumption of greens increased by 10 per cent.

The Finnish nudge pilots have just ended and they show even stronger figures than the Swedish ones. Meat consumption decreased by 18 per cent, which is almost a fifth less meat served per day. At the same time, the vegetarian dishes increased by 23 per cent and the amount of cold salad by 25 per cent. The portion sizes of vegetarian soup tripled when it was served as a part of the main lunch.

"It is obvious that small initiatives can make a big difference and we are thrilled over the fantastic figures from the Finnish pilots. These results together with the Swedish proves that our plan to develop this further and introduce this way of working in all our restaurants across the Nordics will make a difference. Fazer is one of the first food services providers to initiate something like this, and we're proud to be a pioneer in helping guests to make green choices," says **Jonny Zachrisson**, quality and environment manager, Fazer Food Services Sweden.

Read more about nudging at GreeNudge: <http://www.greenudge.no/>

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www.fazergroup.com/well-being/health--nutrition/greener-eating/

Fazer Group

Fazer is an international family-owned company offering quality bakery, confectionery, biscuit and grain products as well as food and café services. Fazer operates in eight countries and exports to around 40 countries. Fazer's mission is to create taste sensations. Fazer's success, ever since its establishment in 1891, has been based on the best product and service quality, beloved brands, the passion of its skilful people and the Group's responsible ways of working. This year marks Fazer's 125th anniversary and 150 years from the birth of Karl Fazer, the founder of this successful Group. In 2015, Fazer Group had net sales of more than 1.5 billion euros and nearly 15,000 employees. Fazer's operations comply with ethical principles that are based on the Group's values and the UN Global Compact.

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