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Fazer Domino is turning 70 this year — did you know these facts about Domino biscuits?

- Domino is Fazer's best-selling and most popular biscuit ever. Domino was launched 70 years ago in 1953.
- The Domino biscuit was born after the 1952 Summer Olympics in Helsinki. After the war and the Summer Olympics, the sweet tooth of Finns was satisfied by many new sweets on the market, one of which was Domino.
- Domino is a very popular biscuit brand, and many consider it to be the one and only biscuit in Finland.
- Domino biscuits are made from 100% responsibly sourced cocoa and baked with domestic flour from Fazer's own mill.
- The classic Domino biscuits are vegan and made without palm oil. Symbols on the Domino packaging indicate that the product is palm oil free and suitable for a vegan diet.
- Tradition has it that the patterns adorning the Domino biscuit originate from Finnish folklore. The design of the biscuit is registered.
- The production of Domino biscuits began in Fazer's biscuit factory on Tehtaankatu in Helsinki in 1953. In 1957, production moved to Fazer's new biscuit factory in Vaarala, Vantaa, where it continues even today.
- Fazer's biscuit factory in Vantaa employs nearly 80 Fazer employees.
- The Domino biscuit employs both Finnish grain farmers and the personnel at the Vantaa biscuit factory. As a sign of domestic labour, the packaging has a Key Flag Symbol granted by the Association for Finnish Work.
- Some Domino biscuits are sold also in Estonia, but the biggest market is Finland. Domino biscuits can also be ordered to the EU from the Online Fazer Store.
- Over the decades, Domino biscuits have existed in dozens of flavours. Domino has been both pink and black and had flavours of Tyrkisk Peber as well as cardamom and lemon.
- In 2022, we asked members of the MyFazer community which Domino flavour they would like to try next. Let's see what kind of flavours the year will bring!
- One Domino biscuit weighs an average of 13.5 grams. There are 13 biscuits in a 175-gram box, and 26 biscuits in a 350-gram box. Domino Choco biscuits, Original and Pätkis are available in boxes that weigh 180 grams.
- Domino is not just a biscuit. You can also enjoy the combination of vanilla and cocoa in Fazer's pralines and seasonal bakery products, such as the Domino vanilla mousse pastry, which will be available in stores on 30 January 2023.



- Domino is a continuous inspiration to bakers and friends of sweet treats and desserts. The Fazer.fi website contains numerous tips and recipes, such as recipes for a delicious Domino cheesecake or oat-based vegan Domino smoothie.
- The first Domino biscuits became available in March 1953 and were sold individually. 11,000 kilograms of Dominos were sold during the first month and more than 153,000 kilograms during the first year.
- The first box became available alongside individual biscuits in 1961. The packaging was a transparent cellophane box with red and white decorations and contained six biscuits. In 1964, the packaging became an angular cardboard box with pink and silver stripes. The Domino packaging has been pink since the 1960s.
- The first Domino ad aired on TV in the late 1970s.
- It is possible to customise the Domino packaging with an own photo or make a customised packaging for fundraising purposes. The service is available at <https://custom.fazer.com/#/>.
- The Domino packaging is easy to recycle. The cardboard box is recycled as cardboard, and the bag protecting the biscuits as plastic.
- During the anniversary year 2023, Domino packaging will contain sympathetic messages, and the campaign will encourage Finns to share the joy.

