

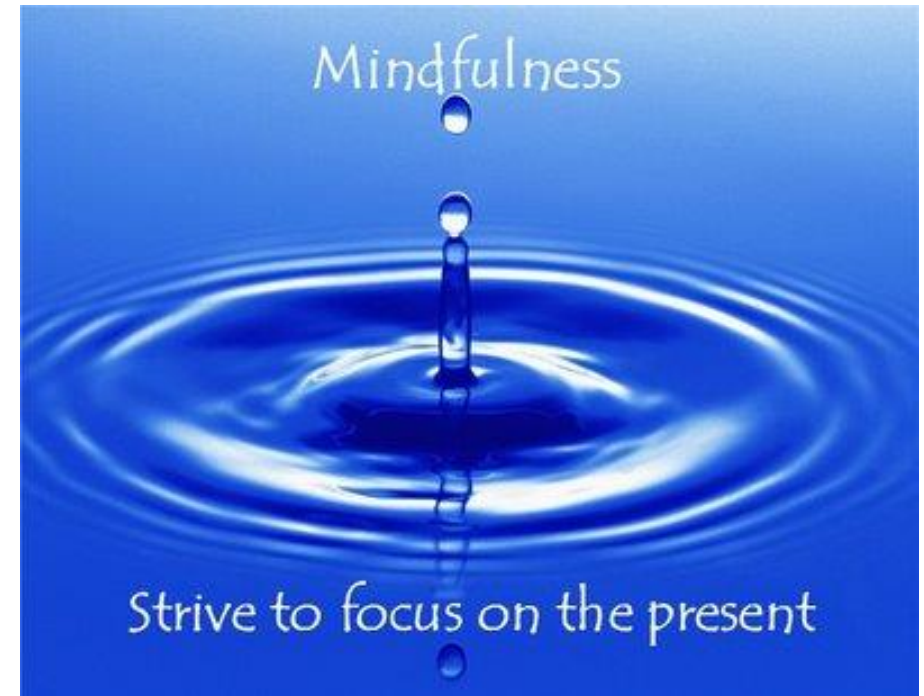
Fazer

Disruptive markets needs new thinking

Why food matters

Brainfood, Mindfulness, GreenNudge....?

Fazer



About Fazer and Fazer Food Services

Crafting taste sensations since 1891

- Family Owned
- Long term
- Value Based
- Strong commitment to CSR



Fazer Group overview

Fazer Cafés

Net sales: 36 M€
Employees: 291
Countries: Finland

Fazer Mill & Mixes

Net sales: 60 M€
Employees: 68
Countries: Production in Finland

Fazer Food Services

Net sales 573 M€
Employees 5,924
Brands: Amica, wip, Wilberg, Fazer
Countries: Finland, Sweden, Norway, Denmark

Fazer Group

Net sales €1.58 billion
Employees 14,709
Countries: Finland, Sweden, Russia, Norway, Denmark, Estonia, Latvia, Lithuania

Fazer Bakery

Net sales: 614 M€
Employees: 7,104
Brands: Fazer, Oululainen, Skogaholm, Hlebny Dom, Druva, Gardesis
Countries: Plant bakeries in Finland, Sweden, Russia, Latvia and Lithuania

Fazer Confectionery

Net sales: 328 M€
Employees: 1,077
Brands: Karl Fazer, Fazer Pure Dark, Dumle, Geisha
Countries: Production in Finland



Fazer Food Services AS, Norway

The Food Specialist

600 mill NOK, 125 restaurants,

630 employees, 30% chefs

Oslo, Stavanger og Bergen

Omsetning ca. 600 mill i 2015

Entering public Sector

EAT, GreenNudge



FAZER FOOD SERVICES

The Food Expert at all stages of life



Juniors
(Schools)



Students
(Universities)



Professionals
(Large businesses)



Seniors
(Welfare)



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**Nudges that work
Helping guests make
healthier food choices**

**Handbook for
managers**



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At the end of the day.....

Team Building in the Cafeteria

“Eating is such a primal behavior that it can be extraordinarily meaningful.”



More greens



MEGATREND

As part of the **global health** and **wellbeing** mega trend,
we believe the next new major focus area is

cognitive performance and brain health.

Fazer - From plan to action



Cognitive performance and brain health are important along the whole life span from children to seniors.

- Crucial not only to individuals, but also to employers and the society as a whole.

Fazer invests in research and renewal to create proprietary insights and new business models



Science of Taste

Sustainable Food

Brainfood

New business models

Grains & Cocoa

Fazer research

University cooperation

Open source innovation & start-ups

New research and business development programme: Fazer Brainfood



Fazer studies the connection between food and cognitive performance and aims to create innovative solutions to maintain and improve brainpower and well-being at the different stages of life.

What do we want to achieve in Fazer Brainfood?

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CREATE

strong science-based understanding about food and cognition



CREATE.
EXPLORE.
DISCOVER.

EXPLORE

the world of cognitive performance and the role that food, nutrition and lifestyle factors play

DISCOVER

new opportunities for our products, offering, services and communication



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Thank you for your attention!