



Press release

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Fazer responds to travellers' wishes and brings new vegan friendly Karl Fazer 70 % Dark chocolate pralines

Fazer answers to travellers' wishes and introduces an awaited novelty to their Travel Retail Exclusive Premium chocolates series, Karl Fazer 70 % dark chocolate. This novelty is not only delicious, it is also good for the health.

Fazer is responding to global trends and consumers' wishes of vegan and healthier options of indulgence. In addition to the smoothest taste, Karl Fazer 70 % dark chocolates are rich of flavanols and vegan friendly. Cocoa flavanols help maintain the elasticity of blood vessels, which contributes to normal blood flow. With four Karl Fazer pralines you get the recommended daily intake of flavanols (200mg).

"Karl Fazer 70 % dark chocolate is made of premium rich dark chocolate using the finest Arriba cocoa and the best chocolate making skills. It is an excellent and desired addition to the range which consists of seven other elegant and classic Fazer chocolate brands such as Karl Fazer Milk Chocolate, Fazermint and Geisha", says **Kirsi Nordberg**, Senior Marketing Manager at Fazer.

Individually wrapped pralines in an exclusive box is especially well suited for formal gifting.



Travel Exclusive 250-300 g boxes come in eight tastes: Karl Fazer Milk Chocolate, Karl Fazer Dark 70% Cocoa, Karl Fazer Selection, Karl Fazer Blueberry Truffle, Geisha, Geisha Dark, Fazermint and Liqueur Fills.



The taste and quality of Fazer is made of 100% responsible cocoa

Sustainable cocoa production is vital for the future of chocolate. Founded in 1891, Fazer knows the importance of looking ahead and making responsible choices.

“To secure the pleasure of chocolate lovers around the world, Fazer is dedicated to making cocoa production sustainable. Since January 2017, all the cocoa we use comes from sustainable production – in addition to direct farmer programmes in Nigeria and Ivory Coast, Fazer buys cocoa certified by UTZ, the Rainforest Alliance and the Fairtrade Cocoa Program,” says **Nina Elomaa**, Director of Corporate Responsibility at Fazer Group.

Responsible sourcing is a fundamental element in creating products that have a future – in both taste and sustainability. Travellers’ selection is made with the same high-quality standards.

Fazer also continues with Travel Retail Exclusive series which is perfect for sharing and gifting

The range was designed to meet travellers’ wishes, as many travellers want to bring home special and high-quality products that can be shared with friends and family. The range consist of six delicious and classic Fazer brands.

“Travellers seek high-quality gifts and special products that can only be purchased while travelling. For many, the choice is something that can also be shared – like chocolate. Fazer is a globally popular Finnish brand and therefore an excellent choice to bring back home,” says Kirsi Nordberg.



Travel Exclusive 420-500 g boxes come in six tastes: Karl Fazer Milk Chocolate, Karl Fazer Selection, Geisha, Fazermint, Liqueur Fills and Dumle.

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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 skillful people and the Group's responsible ways of working. In 2017, Fazer Group had net sales of 1.6 billion euros and over 15,000 employees. Fazer's operations comply with ethical principles that are based on the Group's values and the UN Global Compact.

Makes the world taste good