



LivsiD project

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Fazer in brief

- Established in 1891
- International family-owned company
- Operates in 8 countries and exports to around 40 markets
- Operations comply with Fazer's ethical principles which are based on the Group's values and on the UN Global Compact
- Mission: Food with a purpose
- Vision: We spark joy and well-being through meaningful food experiences
- The Group employed 15,478* people
- In 2017, Fazer Group's net sales totalled 1.6 billion euros
- Operating profit amounted to 92.1 million euros

*Number of employees: 31.12.2017



Fazer has 4 business areas and 1 Group business



Fazer Bakery

- Packed fresh & frozen bread
- 50 in-store bakeries
- Long shelf life products

6,457 employees
Net sales 587 M€



Fazer Confectionery

- Chocolate
- Sugar confectionery
- Chewing gums, pastilles
- Home baking
- Biscuits, snack bars

1,263 employees
Net sales 331 M€



Fazer Food Services

- Contract catering:
- Business canteens, public sector, concession locations (airports, business parks)

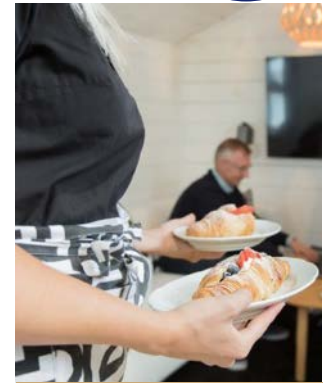
6,384 employees
Net sales 608 M€



Fazer Lifestyle Foods

- Non-dairy foods, plant-based meals, on-the-go snacking and smoothies, porridges, mueslis
- Fazer Mills' B2B products (flours, mixes)

258 employees
Net sales 99 M€



Fazer Retail

- 37 Gateau bakery shops in Sweden and 14 in Finland
- 13 Fazer Cafés, cafés and restaurants in 3 department stores in Finland

820 employees
Net sales 49 M€





We will develop our offering to respond to consumer demands

Both our business & product portfolios are developed to respond to these themes



Indulgence

Indulgence is part of holistic well-being and increasingly about experiences and lifestyle.

Fazer continuously seeks to meet the consumers' indulgence needs in new ways – with products & experiences.

Example actions:

- Innovation across all businesses
- New premium chocolate concept
- Expansion of Fazer Cafés and Fazer Bakery Shops
- Confectionery assortment for Fazer Food Services' guests



Health & well-being

Consumers seek holistic well-being. A balanced, tasty & nutritious diet with emphasis on greens.

Fazer looks to respond to the consumer quest for more healthy and sustainable lifestyles.

Example actions:

- New BA with plant based offering
- Fazer Brainhow project for improved cognitive performance of food
- Healthier product ranges being developed in Fazer Bakery & Fazer Confectionery
- Increased share of vegetables in Fazer Food Services



Craftsmanship

Affordable, high quality, fresh and local premium products for everyday special moments.

Fazer looks to meet the customer craftsmanship demand through artisan bakery products, Fazer Food Services' offering and handmade chocolate.

Example actions:

- Expanding bakery shops
- Small scale production line to enable production of specialty products in Fazer Confectionery
- Tastery concept in Fazer Food Services



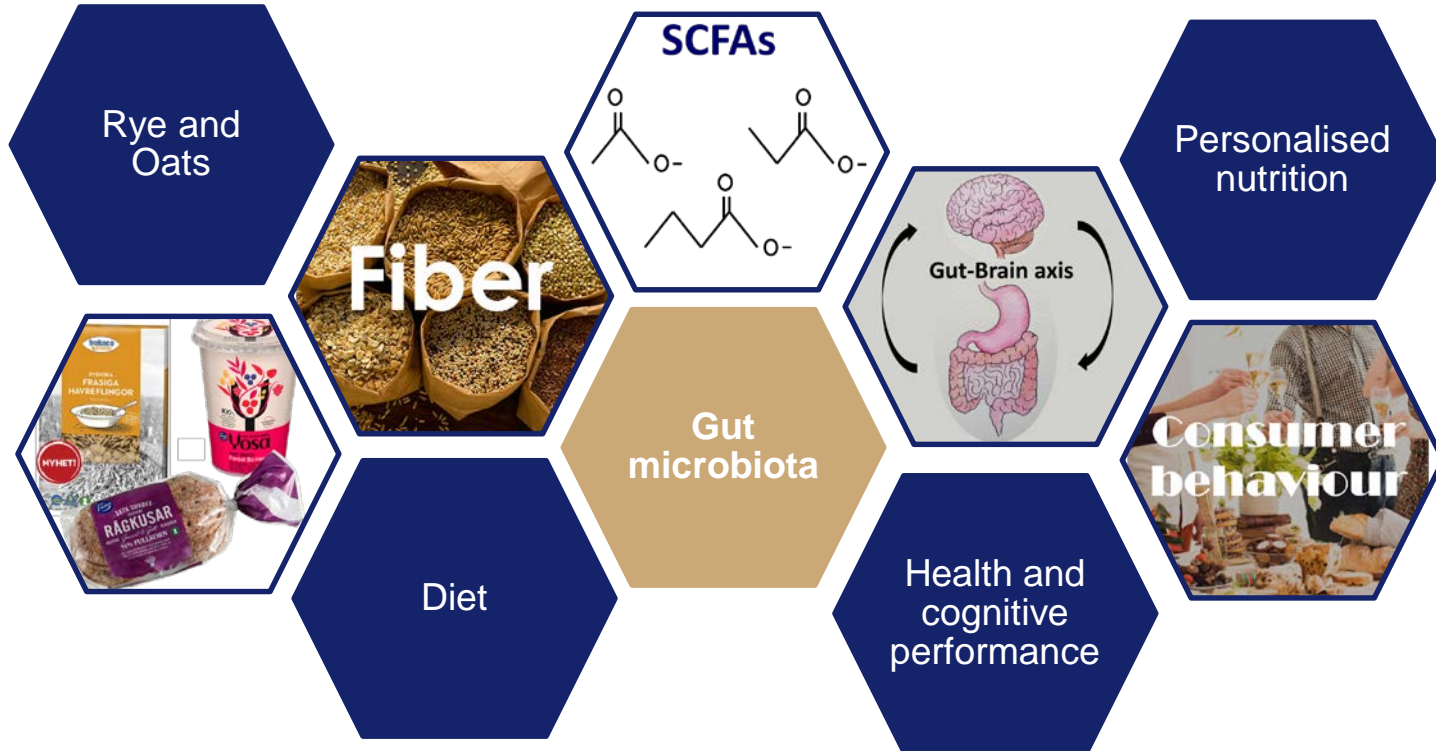
Your brain
DESERVES
JUST AS MUCH
ATTENTION AS
your body =





**LivsID Project:
Fermented fibre-rich foods and their
role in gut well-being and cognition.
How to communicate gut-brain axis
theme to consumers?**

Project background





Selected rye and oat products will be examined and explored with focus on their influence on microbiota and metabolites correlating to health and cognitive performance.

In addition, consumer communication and behavior over these topics will be studied.

Study plan



1. Characterization of products and *In vitro* fermentation experiment (SLU)

- Characterization of fermentable components in different grain products (rye, oats)
- In vitro fermentation test with 2 different microbiota profiles and 3 products, measurement of gas, SCFAs and carbohydrate breakdown

2. Human intervention study (Örebro University, NGBI Research Centre)

- Study outcome measurements composition and functioning of the microbiota, the release of biologically active gut peptides and neuropeptides and cognitive performance
- 9-week double-blinded, placebo-controlled, crossover study
- Blood samples, cognitive tests, salivary cortisol, fecal samples, H₂ tests, FFQ, PAQ

3. Consumer study (Uppsala University)

- Health action process approach (HAPA): a motivational phase and a volitional phase
- One initial session (face-to-face) and two follow-ups performed via smartphones or online



Project team

- PhD student **Laura Pirkola**
- Main supervisor **Roger Andersson**, Department of Molecular sciences, SLU
- **Johan Dicksved**, Department of Animal Nutrition and Management, SLU
- **Rebecca Wall**, School of Medical Sciences, Örebro University
- **Ingela Marklinder**, Department of Food, Nutrition and Dietetics, Uppsala University
- **Ulrika Gunnerud**, Fazer Bageri Sverige AB, Lund



**MAKES THE WORLD
TASTE GOOD**