

Fazer boosts rye bread production with €11Mn investment in largest rye bakery

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Fazer, the market leader in Finland's bakery sector, has announced a major investment to meet the country's rising demand for whole grain products. The company has expanded its production capacity at its Lahti facility with the launch of a new state-of-the-art rye bread line, representing a total investment of approximately €11 million.

The move comes in response to the 2024 Finnish nutrition recommendations, which emphasise the increased intake of whole grains. As rye bread remains the cornerstone of the Finnish diet and the most important source of whole grains, Fazer's investment directly supports national health goals.

Fazer's Lahti bakery, already recognised as the largest rye bakery in the world, further cements its position with the new production line. This initiative is also a significant step toward sustainable food production. The new line, which began operations in April 2025, is powered by green electricity and is expected to reduce the bakery's carbon dioxide emissions by 30 per cent in 2025. Another production line at the facility has also been upgraded to electric, reinforcing Fazer's environmental commitment.

The electrification project has been supported by NextGenerationEU funding, granted through the Ministry of Economic Affairs and Employment of Finland, with energy subsidies channelled via Business Finland.

The new rye bread line is capable of producing up to 25,000 Reissumies rye breads per hour, significantly boosting Fazer's capacity to meet growing consumer demand. More than half (57 per cent) of Fazer's bread range in Finland is currently wholegrain, with the company aiming to increase this to 65 per cent by 2030.

“We want to expand our offering with attractive and healthy rye products and increase domestic bread production. In Finland, we bake from 100 per cent domestic grain,” said Marko Bergholm, Managing Director of Fazer Bakery Finland.

He added, “It is important for us to promote a healthy lifestyle and encourage Finns to follow the new nutrition recommendations by making tasty breads with whole grain to support meeting the 90-gram recommendation.”

With this investment, Fazer not only strengthens its leadership in the Finnish bakery industry but also takes a significant step toward a healthier and more sustainable future for Finnish consumers.