

No. 7 / April 2023, Cologne
#ISM

Majlen Fazer is the winner of the ISM Award 2023

Talent from Finland convinces the jury

Majlen Fazer, Senior Specialist in Product Quality, Cocoa and Chocolate at the largest Finnish food group, Fazer, is the winner of this year's ISM Award. The largest and most important trade fair for sweets and snacks worldwide is among others paying tribute to her commitment towards more sustainability in the sweets and snacks industry. Fazer is striving to get the food industry on the path to a liveable future with environmentally-friendly, healthy and high-quality products and packaging. Fazer is well-known in Scandinavia for sweets of all kinds and has been a family business for over 130 years. Now in its 4th generation, Majlen Fazer, the great-granddaughter of Karl Fazer, is part of Fazer with the aim of infecting even more people with her enthusiasm for Fazer chocolate.

The passionate chocolate expert is working "from the bean upwards" to retain the chocolatey taste and secure the quality of the product.

She stated that in addition to immaculate product quality, the environmental aspect has always been important to her, i.e. that the production chain is transparent and the origin of the cocoa is sustainable. The cocoa farmers are guaranteed a good income and the living environment is handled responsibly. A circular economy is implemented in the factories and across the value chain to reduce the volume of waste.

Her exceptional contribution to the further development of the sweets and snacks industry will be distinguished at ISM by an international jury comprising of representatives from the industry, trade and science sector. "I am delighted at receiving this distinction, which is a huge honour for the company and shows that my work is highly appreciated," Majlen Fazer emphasised.

The ISM Award will be presented during the festive ISM dinner on 23 April 2023. The laudation will be held by Tom Lindblad, Managing Director of Fazer Commercial Units.

Koelnmesse is the organiser of ISM and its industry sponsor is the International Sweets and Biscuits Fair Task Force (AISM).

About the Fazer Group

The history of the group dates back to the year 1891 and began with the Swiss confectioner, Karl Fazer, who was 25 years old at the time. After finishing his training in St. Petersburg, Paris and Berlin, he opened his own business - 130 years ago - a French/Russian/Swiss confectionery in the centre of the Finnish capital city,



ISM
23.04. - 25.04.2023
www.ism-cologne.com

Your contact:
Peggy Krause
Tel.
+49 221 821-2076
e-mail
p.krause@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Helsinki. Over the years, a small confectionery has developed into a sweets empire.

Page

2/3

The Fazer group is one of the largest in the Finnish food industry with a headcount over 6,000 employees today in Finland, Sweden, Denmark, Norway, Estonia, Latvia, Lithuania and Poland. In the meantime, Fazer sweets are exported to almost 40 countries. The turnover is 1.1 billion.

Photo material on the award winner: Copyrights: Fazer

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

The next events:

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 11.04. - 13.04.2023

ISM Japan - The Heart of Sweets and Snacks in East Asia, Tokyo 12.04. - 14.04.2023

Wine & Gourmet Japan powered by ProWein - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 12.04. - 14.04.2023

Note for editorial offices:

ISM photos are available in our image at www.ism-cologne.com/imagedatabase .

Press information is available at www.ism-cologne.com/pressinformation .

If you reprint this document, please send us a sample copy.

ISM in the Social Web:

<https://www.facebook.com/cologne.ism/>

<https://www.linkedin.com/showcase/ism-cologne>

Your contact:

Frank Habekost

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2063
f.habekost@koelnmesse.de
www.koelnmesse.com

Page
3/3

You receive this message as a subscriber to the press releases of Koelnmesse. In case you would like to dispense with our service, please reply to this mail under the heading "unsubscribe".