

Fazer introduces palm oil-free Geisha chocolate



The palm oil in the Geisha chocolate filling has been replaced by sustainably produced cocoa butter that is traceable on a farm level

Following Fazer's commitment to remove palm oil from its biscuit and confectionery range by the end of 2024, one of its most popular brands Fazer Geisha (Geisha) has undergone a recipe change. As the final stage of the process, the palm oil in the Geisha chocolate filling has been replaced by sustainably produced cocoa butter. According to the company, since the recent update, Geisha has become even more appealing to consumers both across Fazer's Nordic domestic markets and in global travel retail.

The Nigerian cocoa butter used is traceable on a farm level and the sourcing practices in place including cocoa production and trade are third-party verified. Additionally, the production of Fazer's classic chocolate has switched to the use of Rainforest Alliance certified hazelnuts.

The change in recipe stems from an increase in consumer demand for healthier, more sustainable alternatives and greater awareness of the disadvantages of using palm oil. It is noted that the variation does not impact the familiar, soft flavor of milk chocolate and crispy hazelnut nougat filling. Similar to any recipe alternation work, maintaining the taste experience has also been at the core of the removal of palm oil from Geisha products.

“Geisha is one of our most popular brands, and it is available throughout our extensive travel retail network of chocolate-loving consumers all over the world.

“Our international customers value the developments we make to improve the sustainability of our products, and I am confident that consumers appreciate them as well. Especially, since the melt-in-the-mouth texture and great taste of Geisha have not changed at all.” says Kari Kuikka, Director, Travel Retail, Fazer Confectionery.

The company acknowledges the significant impact that the way food is grown, produced and consumed has on people and the planet and one of its strategic priorities is to develop food as a solution to create a more sustainable planet and business model.

Extra efforts

Replacing palm oil with other ingredients is not the only sustainability development within Fazer’s broad selection of confectionery products.

“The recipe of our colorful Tutti Frutti family of sweets was altered a few years ago. Popular Tutti Frutti, which is familiar to many travelers, contains only natural colors and flavors. The whole Tutti Frutti selection in travel retail is also vegan.” adds Kuikka.

Fazer is constantly exploring options for developing more plant-based confectionery products and looking for solutions to improve the sustainability of its production and product range. To date, 35% of its confectionery products, sweets and biscuits are vegan.