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## Rye - Healthy and Trendy. Successful Marketing of Healthy Baked Goods

**Jukka Lethelä**, Procurement Director

VAASAN, Finland

The VAASAN Group is the leading bakery company in our home markets in Finland and the Baltic region. We are also the largest thin crisp and the second-largest crisp bread producer in the world, and a leading bake-off player in the Nordic countries.

In our market baked rye products has played a big role in peoples daily nutrition . Bread availability hasn't been always self evident. There has been bad climate conditions and bad crops but that may have driven innovation to create rather wide range of different products. VAASAN is one of the biggest producers of rye bread in the world. For decades, we have carried out long-term research and product development work on the health benefits of grain and grain fibre. We exploit the natural properties and health benefits of grain in our product development. Bread constitutes the basis of the Finnish diet, and wholemeal bread remains our most important source of fibre.

We have developed solutions to meet consumers' needs and brought innovations to the market for decades. We are active in several research projects and the aim of the product development based on research studies is to create high-quality products that attract consumers and make use of the naturally beneficial qualities of grains. We also promote knowledge of the health effects of wholegrain and fibres.

We believe that healthy food choices will become increasingly important for consumers. Tasty bakery products have a valuable contribution to make to this development. The Group offers consumers delicious and healthy bakery products and wants to be the baking company of choice for consumers and its partners.

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Contact:  
Claus Hinrich Heuer  
Tel.: +49 (0) 5051 477-325  
E-Mail: [claus.heuer@kws-lochow.de](mailto:claus.heuer@kws-lochow.de)  
[www.ryebelt.com](http://www.ryebelt.com)

KWS LOCHOW GMBH  
Post box 11 97  
29296 Bergen  
  
Ferdinand-von-Lochow-Str. 5  
29303 Bergen  
Deutschland