

## **AXA initiates collaboration with Bamse**

**AXA, a brand within the Lantmännen Group, is initiating a collaboration with Story House Egmont, owner of the Bamse brand. Bamse, the cartoon character, celebrates its 60th anniversary in 2026, and in conjunction with this, AXA's Natural Oat Rings will be renamed Bamse's Oat Rings and feature a new packaging design.**

– This is a licensing collaboration where Bamse will appear on our oat rings. We have chosen a product that many families with children already have in their everyday lives, and we want to make it easier to recognize on the shelf and understand what it contains. It is strong on the outside, kind on the inside, says Anna Ekelund, Portfolio & Brand Manager at Lantmännen.

The change applies to AXA's Natural Oat Rings, which from 2026 will be sold under the name Bamse's Oat Rings. The oat rings carry the label "Nyckelhålsmärkt" – a nutrition label from the Swedish Food Agency that helps consumers find healthier options within different food groups. The criteria involve, among other things, less sugar and salt, as well as more fibre and wholegrain.

Bamse was created by cartoonist Rune Andréasson and is today owned by Story House Egmont. The character first met the public in 1966, when the comic began publishing in the magazine Allers.

### **More information**

- The Bamse brand is owned by Story House Egmont.
- The collaboration with Story House Egmont is conducted through the licensing agent Rights & Brands.

### **For more information, please contact:**

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### **About Lantmännen**

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 17,000 Swedish farmers, Lantmännen has 12,000 employees, operations in over 20 countries and an annual turnover of SEK 70 billion. With grain at the heart of the operations, Lantmännen refine arable land resources to make farming thrive. Some of Lantmännen's best-known food brands are AXA, Kungsörnen, Scan, GoGreen, FINN CRISP, Schulstad and Vaasan. The company is founded on the knowledge and values acquired through generations of farmers. By engaging in research, development and operations throughout the value chain, Lantmännen takes responsibility from field to fork. For more information: [www.lantmannen.com](http://www.lantmannen.com)