

# MAKE ROOM FOR GOOD FOOD



## Meet the no-meat meatballs – IKEA Food veggie ball dish

IKEA Festival 4-9 April 2017

At IKEA Food, we think it's important for both the health of people and the health of the planet to enjoy vegetarian food every once in a while. That is why back in April 2015 we introduced the IKEA veggie ball: a tasty, meat-free and therefore healthier and more sustainable choice. The veggie balls are packed with fibres, vitamins and protein. They have actually become so popular that we bring them to the IKEA Festival in Milan.

Looking for a meal that gives you spring vibes and all the energy you need for a roaring festival? We have you covered: For the IKEA festival veggie ball dish, we combine our 100% vegetable balls with IKEA PS whole grains, curry sauce and yoghurt. Coriander and spring onions add freshness and that little extra you'll tell your friends about.

The mix of Nordic whole grains (oat, wheat, rye & barley) is part of IKEA PS 2017 – the company's latest design statement: modern and urban, for free-thinkers who refuse a work-eat-sleep-repeat life. With three easy, quick and convenient products, food is part of this collection for the very first time. Developed on the principles of Democratic Design and using Scandinavian ingredients, the IKEA PS Food products create a new "instant Nordic cuisine" – a modern taste of Sweden.

Want to try this at home? The IKEA PS 2017 food products are available in Swedish Food Markets in your local IKEA store and so are bags of veggie balls to cook and enjoy at home.

### Questions? Please contact:

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### SWEDISH FOOD MARKET FINDINGS:



**ALLEMANSTRÄTTEN**  
Vegetable balls,  
frozen, 1kg  
100% vegetables



**IKEA PS  
MIX OF GRAINS**  
Whole grain mix with  
mushrooms, 250g  
Whole grain mix with  
spices, 250g

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