



PRESS RELEASE

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IKEA PÅTÅR coffee packaging design receives the Dieline Awards 2017

Today PÅTÅR, the new packaging design of the IKEA coffee range, is awarded in The Dieline Award 2017. The new design is part of a new packaging strategy for the IKEA Swedish Food Market products, where new packaging and design underlines the Swedish heritage in a playful, clear and warm way.

The IKEA Food communication team has developed a new packaging design strategy for IKEA to bring Swedishness through the IKEA food items to the 650 million food guest at the IKEA stores around the world. The packaging design has been developed together with BAS ID, a Swedish strategic design and brand agency specializing in commercial innovation.

The IKEA product packaging is an important contributor to positioning the IKEA brand and food range. The IKEA food packaging has the task to tell stories around Swedish food culture. PÅTÅR means a second cup of coffee. Other range families are ALLEMANSRÄTTEN - the family of meatballs, the name means "everyone's right to access the Swedish nature", MUNSBIT snacks and oat drinks, means "just a mouthful" and the seafood range is named SJÖRAPPORT that means the "sea wheatear report".

- We are thrilled that our coffee range PÅTÅR has been awarded the Dieline Award 2017. We are very proud of our range and through the packaging we can share the inspiring, transparent and honest stories of Swedish food culture, says Kajsa Sjödahl, Commercial Communication Manager, IKEA Food Services AB.

The PÅTÅR coffee packaging design is awarded First place in the category Nonalcoholic beverages of the Dieline Awards 2017 with the statement:

"A new design and packaging strategy for IKEA Food. The idea is built with a playful attitude in mind. The revised design in combination with the storytelling will build curiosity around the new products."

- We have created a playful and innovative combination of design and story telling that contributes to a curiosity around the products. The packaging design shows a clear connection to food and its context, with a twinkle in the eye, says Marie Wollbeck, Creative Director at BAS ID.



About IKEA Food

IKEA Food Services AB develops the IKEA food range for the Restaurants, Bistros and Swedish Food Markets in the over 390 IKEA stores in 48 markets worldwide. We have a passion for food and offer the annual 650 million food visitors the opportunity to experience a taste of Sweden. www.ikea.com

BAS ID

www.basid.se

About the Dieline Awards

<http://www.thedieline.com/blog/2017/4/20/announcing-the-dieline-awards-2017-winners>