

MAKE ROOM FOR GOOD FOOD



PÅTÅR – Enjoy a second cup of coffee with IKEA Food

IKEA Festival 4-9 April 2017

At IKEA, we gave our new coffee range a very Swedish name: "PÅTÅR" – that's Swedish for *refill* or *second cup of coffee*.

Enjoying coffee and a sandwich or pastry is an important part of everyday life in Sweden. Sounds like your average coffee break? For Swedes it's much more than that: It's a chance to chat about all sorts of big and small things with friends, family or colleagues. A relaxing little time-out to share thoughts, feelings and laughter.

But what makes a good coffee? For us, it's one that is responsibly produced, with care for people and the planet. Which is why PÅTÅR carries both the UTZ and also EU-organic certification. A combination ensuring fair conditions for workers and sustainable farming standards that take good care of natural resources.

The coffee for PÅTÅR is provided by a vast amount small-scale coffee farmers, that don't use any pesticides or chemical fertilizers. The beans – 100 % Arabica – are blended and roasted into high quality coffee that captures a taste of Sweden in a cup.

Want to try this at home? The PÅTÅR coffee range is sold in Swedish Food Markets in IKEA stores around the globe – and you'll find some tasty pastries there too.

Questions? Please contact:

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SWEDISH FOOD MARKET FINDINGS:



PÅTÅR

EU organic/ UTZ certified
Series of 5 products
incl. filter coffee,
espresso and whole
beans



KANELBULLAR

Ready to bake
cinnamon buns,
frozen, 510g/6 buns

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