



IKEA Food Services AB

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PRESS RELEASE

More plants for the many ice cream lovers: IKEA will add plant-based ice cream to the IKEA Bistro

IKEA is working on a 100% plant-based soft ice to add to the IKEA Bistro range as an alternative to the popular dairy-based soft ice. Following the development of the veggie hot dog adding plant-based ice cream is yet another step in making the IKEA Bistro range suitable for the many – vegetarians, vegans, flexitarians and all of us with a sweet tooth for simply delicious ice cream.

The development of the new IKEA soft ice is work in progress with a first test of a fruit-based version currently ongoing in IKEA stores in Portugal. The product development team at IKEA Food Services in Malmö aims to introduce the plant-based ice cream in IKEA Bistros on a global scale starting from summer 2019.

"The dairy-based soft ice is one of the most popular IKEA Bistro products worldwide – we want the plant-based version to be simply as delicious, soft and airy as our traditional one. Therefore we're working closely with different suppliers to find the right taste and texture and are currently exploring three different alternatives, either based on oats, soy or fruits" explains Gerry Dufresne, range manager at IKEA Food Services AB. "I have a really 'tough' job right now, tasting all three of them" he adds with a smile.

This new addition should be an easy, affordable and delicious treat for customers that either need or want to skip dairy products and prefer plant-based food options. The goal is to add the plant-based alternative to the Bistro range alongside the dairy-based soft ice.

Based on the IKEA vision to create a better everyday life for the many people, IKEA Food wants to inspire people to a healthier and more sustainable lifestyle by offering delicious food that has a positive impact on people and the planet.

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About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

About IKEA Food Services AB

IKEA Food Services AB, based in Malmö, Sweden, develops the global range for the IKEA Restaurants, Bistros and Swedish Food Markets in over 400 IKEA stores in 49 countries. With food at the heart of people's everyday life, IKEA Food wants to offer a modern taste of Sweden – honest food for people and the planet.