**More plants for the many people – the new veggie hotdog available at IKEA from August**

**IKEA wants to inspire people to a healthier and more sustainable lifestyle through food that has a positive impact on both people and the planet. Adding the veggie hotdog to the food offer is contributing to IKEA Food’s goal to include more plant-based ingredients in the range at affordable prices, and most importantly it is delicious.**

Based on the IKEA vision to create a better everyday life for the many people we introduce the delicious, affordable and more sustainable veggie hot dog at the IKEA Bistro. We have worked closely with our suppliers; testing and tasting and tasting and testing developing the final recipe. The result is a delicious veggie hotdog with ingredients such as kale, red lentils, carrots and ginger and with a CO2eq emission/kg that is approximately 7 times less than for the classic hotdog.

“We are facing many challenges in the food production industry today and one of those challenges is that we need to be more sustainable. With the global reach that we have at IKEA we believe that we have a responsibility and a great opportunity to serve food that is good for the planet. But of course there is no point in creating a more sustainable food options if it is not delicious and that is why we are extremely proud of the new veggie hotdog.” Says Michael La Cour, Managing Director at IKEA Food Services AB.

The iconic hot dog has a long history within IKEA. In the 1980’s Ingvar Kamprad set the price of the IKEA hotdog at 5 Swedish Krona – which was half price compared to competitors in Sweden at that that time. Today IKEA is one of the biggest hot dog vendors in the world selling more than 100 million hot dogs every year.

“With the veggie hotdog we cater for the needs of the many people, vegan, vegetarians, flexitarians and all of those who enjoy good tasting food as well as staying true to Ingvar Kamprad´s vision and offer a quick, convenient and truly affordable product for all IKEA visitors to enjoy.” Says La Cour.

The veggie hot dog will be available at all IKEA stores in Europe from August 2018, in the US from September and in all stores in 2019.

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**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 markets. 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.

**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.