



IKEA Food Services AB

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PRESS RELEASE

Get ready for summer: IKEA launches plant-based strawberry soft ice

It's pink, it's a treat and it's better for the planet, but most important: it's delicious! IKEA introduces a vegan strawberry soft ice to the IKEA Bistro menu in Europe, starting from April 2019. Following the development and success of the veggie hot dog adding plant-based soft ice is another step in making the IKEA Bistro range suitable for the many – vegetarians, vegans, flexitarians and all of us with a sweet tooth for a mouth-watering treat.

Soft ice is one of the most popular IKEA Bistro products worldwide. In summer 2018 IKEA announced plans to introduce a more sustainable, plant-based version alongside the traditional dairy-based soft ice. With the launch of the strawberry soft ice IKEA follows up on this ambition – the new soft ice is fruit-based, made with strawberry puree. Maybe the best ingredient: This new, smooth soft ice has almost half the carbon footprint compared to its dairy-based friend.

"In the past month we have been working closely with our supplier to find both the right taste and the perfect texture for this new soft ice. Our ambition was to create a plant-based treat that is as soft, airy and delicious as our popular dairy-based soft ice" says Sandra Lindh, Commercial Manager IKEA Food Services AB. "It's an easy, affordable and delicious treat for customers that either need or want to skip dairy products and prefer plant-based food options" she adds.

IKEA Food will continue to work on developing other plant-based soft ice versions, which could also be based on oats or soy. The goal is to introduce a vegan soft ice in IKEA Bistros globally taking customers' taste buds in different regions of the world into account.

During summer 2018 first prototypes of the strawberry soft ice were successfully served at the Democratic Design Days in Älmhult and the HAVEN festival in Copenhagen.

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 420 IKEA stores in 52 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.