IKEA takes a new course in its food offering
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Veggie balls first of new nutritious and sustainable offerings

(Conshohocken, PA – April 8, 2015) Today IKEA starts serving its new veggie ball, GRÖNSAKSBULLAR, which is the first step to include a wider variety of nutritious and more sustainable food choices. The veggie ball consists of only vegetables and has a reduced environmental impact; for example, a lower carbon footprint. This is a natural step for IKEA, building on the vision of creating better everyday lives.

While IKEA will continue to focus on offering delicious and affordable food, the company will also add more food options that are nutritious and more sustainable. IKEA menu additions will also be produced in a responsible manner that considers people, planet, and animal welfare, based on our People and Planet Positive strategy. In addition, IKEA Restaurants will be updated to improve the customer experience of IKEA food.

“We will continue to serve delicious food, offering a taste of Sweden at affordable prices, but with increasing focus on the aspects of food that are really important to people: health and sustainability,” said Michael La Cour, Managing Director of IKEA Food Services AB. “We have high ambitions, and our journey in this direction has just begun. I am proud that we now take the first step and start serving veggie balls.”

The new veggie ball, GRÖNSAKSBULLAR, is a good alternative to the popular IKEA meatball, offering tasty chunks of vegetables and a good protein level to support a main meal. With the veggie ball as the centerpiece, new IKEA food dishes have been developed which include fresh ingredients. GRÖNSAKSBULLAR will be available in IKEA U.S. restaurants (except Carson, CA) starting April 9 for $4.49 (10 meatball plate). The IKEA Swedish Food Market will be selling veggie and chicken balls starting June 30, 2015.

The IKEA new food course impacts these areas:

- **Health** - We will provide more food options that include nutritious ingredients and consider portion sizes.
- **Sustainability** – Increased focus on choice of ingredients and responsible production, including animal welfare. Salmon and herring are important parts of our Swedish heritage food. By the end of FY15, our restaurants and all seafood at IKEA will be ASC or MSC certified, except crayfish. We are currently working with the MSC organisation to certify crayfish fisheries.
- **The food experience** – During FY16, IKEA restaurants will be updated to offer a more personal experience and ‘homey’ feeling, incorporating our home furnishing competence and Swedish heritage.
- **IKEA food co-workers** – We want to be a great place to work! Our co-workers are at the heart of our new direction, and we will continuously build their knowledge around health and sustainability.
For more information, please contact:
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About IKEA Group
The IKEA vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. There are currently 315 IKEA Group stores in 27 countries. Additionally, there are 40 IKEA stores run by franchises. There are 40 IKEA stores in the US. In FY 14, IKEA Group had 716 million visitors to the stores and 1.5 billion visitors to IKEA.com. IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment. For more information, please visit www.IKEA.com, facebook.com/IKEAUSA, @IKEAUSANews, @IKEAUSA, http://pinterest.com/IKEAUSA/, www.youtube.com/IKEAUSA, www.theshare-space.com, www.theshare-space.com/en/Blog
IKEA FOOD
FY15 Facts & Figures

Who we are...

IKEA FOOD covers four units:
1. IKEA Restaurant – serving visitors
2. IKEA Bistro
3. IKEA Swedish Food Market
4. Co-worker Restaurant

Serving more than 600 million customers
Every year, millions enjoy IKEA FOOD from the Swedish Food Markets groceries, the affordable quick meal in the Bistros to the variety of global and local dishes served in our over 360 Restaurants in 47 markets.

Serving 15,500 co-workers
Currently, the IKEA FOOD organization has approximately 15,500 co-workers around the world.

Top IKEA FOOD markets are:
- Germany
- USA
- Russia
- Sweden
- China
- France

Key Dates

1959
First IKEA restaurant opened in Älmhult

1985
Development of the IKEA meatball recipe. First store to launch it was the IKEA store in Aubonne, Switzerland.

1994
All restaurants start serving meatballs according to the concept

2001
The Global IKEA FOOD organization was established
IKEA FOOD
FY15 Facts & Figures

Famous meatballs

• The traditional meatballs are equally well known in the IKEA range as our BILLY bookcase, KLIPPAN sofa and LACK side table.

• The meatball is our Restaurant hero - it has been part of our range since 1985 and has since become an icon that many of our customers connect strongly with IKEA and Swedishness.

• IKEA currently sells more than one billion meatballs per year, which is equivalent of 2.9 million meatballs per day.

20 million cups

• IKEA FOOD serves 20 million cups of FREE UTZ certified coffee per year to our IKEA FAMILY members.

1,900 tons

• IKEA purchases about 25% (1,900 tons) of Sweden’s total annual commercial picking of lingonberries and is KRAV certified.

Swedish food exporter

• According to “Business Sweden,” the Swedish trade and invest council, IKEA FOOD is Sweden’s largest food exporter.
Introducing our veggie and chicken balls

IKEA is moving its food business towards an appetizing range that is more nutritious, sustainable, and affordable for everyone. Launching our veggie and chicken balls are a natural step towards building on our IKEA vision of creating a better every life for everyone.

**GRÖNSAKSBULLAR** means veggie balls
Our new delicious veggie ball is completely vegan! They do not contain any animal content making it a great option for vegans, vegetarians, and anyone who would like to reduce their meat intake. The veggie balls are gluten-free, soy-free, non-dairy and do not contain GMO. Starting April 9, visitors can enjoy a 10 piece platter for only $4.49 in all US Restaurants except IKEA Carson. The Swedish Food Market will have them available for purchase starting June 30, 2015.

**KYCKLINGBULLAR** means chicken balls
IKEA is introducing a tasty, nutritious option for those who love our meatballs. They have 23% less calories than the traditional meatballs and have a six times lower carbon footprint. The chicken balls are gluten-free, non-dairy and antibiotic free. Starting April 27, visitors can enjoy a 10 piece platter for only $4.99 in all US Restaurants except IKEA Carson. The Swedish Food Market will have them available for purchase starting June 30, 2015.

**Carbon footprint***

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Traditional meatball</td>
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<tr>
<td>Chicken meatball</td>
<td>2 kg</td>
</tr>
<tr>
<td>Veggie meatball</td>
<td>.6 kg</td>
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</tbody>
</table>

*CO₂ emissions per kilogram

**Nutrition**

- Traditional meatball
- Chicken ball
- Veggie ball

Calories

0 100 200 300
IKEA introducing the veggie ball
GRÖNSAKSBULLAR

The new veggie ball is one example of the steps IKEA is taking to offer a wider variety of more nutritious and sustainably produced food. The veggie balls are made only from vegetables, are high in nutrition, fiber, protein and their carbon footprint is 30 times less than that of the traditional meatballs.

“We wanted to add a really good vegetarian alternative to our menu. More and more people choose vegetarian alternatives for different reasons – some to save the planet, others for health reasons. Our goal was to create something as appreciated as the loved meatball, but without animal content.”, says Annika Pettersson, IKEA Food product developer and project leader.

“More and more people choose vegetarian alternatives for different reasons…”

The development of a vegetable ball was also driven by the fact that IKEA, as a responsible business, wanted to develop the food range to contain more sustainable products. The carbon footprint of a vegetable ball is 30 times less than that of a traditional meatball.

Together, with IKEA sustainability experts, the team identified vegetables that are nutritious. To make them available for a wide group of people – from vegans and vegetarians to meat reducers and people with food intolerances – the veggie balls are vegan, and do not include ingredients that are common allergens.

“Our ambition was to create a tasty, vegetable ball with good nutritional value; a product that can be used to create many different dishes – both for the IKEA restaurant and for customers who buy the veggie ball in the Swedish Food Market. The veggie ball can be served as a main meal, a snack or a starter. It fits many tastes around the globe, depending on side dishes and overall meal composition. It has a rich taste, yet fits the flavor preferences of both Nordic and customers in other markets. And it has a high protein level for a vegetarian product”, says Annika Pettersson.

“…look homemade and fresh, with a rich taste…”

To make sure people would appreciate the veggie ball’s taste and texture, it was developed with input from focus groups in China, the US and UK.

“We wanted the ball to be crispy on the surface, which we solved by grilling it in the oven, and ‘soft and chunky’ on the inside, says Annika Pettersson. “Finally, after testing different combinations, we were home! The ball is delicious and it looks really tasty too, when you cut it open you can see the ingredients. No ball looks like the other – they look homemade and fresh, have a rich taste, and we’re really happy about the outcome - GRÖNSAKSBULLAR!”

*Veggie balls do not contain the common allergens:
- Cereals containing gluten
- Eggs
- Fish
- Lupin (a kind of legume of the Fabaceae family)
- Milk
- Molluscs
- Mustard
- Peanuts
- Sesame seeds
- Shellfish
- Soya
- Sulphur dioxide (used as antioxidant and preservative e.g. in dried fruits, wine, processed potatoes
- Tree nuts
IKEA FOOD will provide a wider offer of nutritious food, with good ingredients and reasonable meal portions.

IKEA wants to break down the perception that good food and eating well is only for a small elite group. We believe that it’s possible to offer nutritious and sustainably produced food that is also affordable and taste great. As guidance, IKEA has created a balanced meal norm.

Meet Sarah!
She is a moderately active woman in her 30s and eats between 2000 – 2200 calories a day. Using the general health guidelines of eating a variety of foods including plenty of vegetables, fruits, whole grains, etc., IKEA has created a nutritious meal norm to ensure that our food options meet her needs.

Examples of IKEA menu items that fit the balanced meal norm:

- **Breakfast** (400 - 550 calories): small breakfast plate of eggs, potatoes and turkey sausage; Swedish pancakes; Gravad Lax and crispbread or Swedish waffles

- **Lunch & Dinner** (500 – 770 calories): veggie balls, chicken balls, salmon filet, or chicken with asparagus couscous salad

- **Snacks** (400 – 440 calories): marinated salmon wrap or half portions of entrees
IKEA FOOD has developed the Healthy Meal Norm to ensure that our food offers meet our visitors' needs.

### Nutrition Facts

#### BREAKFAST
- **20 – 25 E%**
- **400 – 550 calories**

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount % Daily Value *</th>
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<tbody>
<tr>
<td>Total Fat</td>
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</tr>
<tr>
<td>Saturated Fat</td>
<td>10%</td>
</tr>
<tr>
<td>Trans Fat</td>
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</tr>
<tr>
<td>Sodium</td>
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#### LUNCH AND DINNER
- **25 - 35 E%**
- **500 – 770 calories**

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<td>10%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
<td>1.25 – 1.75g</td>
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#### SNACKS
- **20 E%**
- **400 – 440 calories**

<table>
<thead>
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<tbody>
<tr>
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<td>10%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
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</tbody>
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*Amount % Daily Value estimated.*
IKEA FOOD
Democratic Design

Our vision is to create a better everyday life for the many people.

IKEA is a values-driven company with a vision that guides us in every aspect of our business, from design idea to production, right down to the store floor and beyond. All IKEA products are developed to make people’s everyday lives better.

For our food range, this means paying careful attention to ingredients, to ensure safe, high quality and beautiful food that’s affordable, while inspiring and enabling our customers to live more sustainable lives at home. We call this Democratic Design for IKEA FOOD products.

IKEA FOOD is inspired by Swedish traditions and reflects parts of the well-known New Nordic kitchen through ingredients such as seafood, whole grain, lingonberries and blueberries that are good, nutritious and good for well-being.

Democratic Design is the framework for product development within IKEA, which also includes food. From a health perspective, this means paying careful attention to the ingredients and the composition of our meals. We are strengthening our guidelines for food development with nutritious considerations, lower levels of recommended calories, carbohydrates, fat, sugar, salt and protein. The new version of our guidelines will be finalized by the end of 2015.

Many of our visitors want to eat a balanced diet, choosing vegetarian options at times. However, many still enjoy our famous IKEA meatballs so we will continue to offer them. We will keep some food options for people that want to enjoy a treat. However, we will increase our efforts to choose the best possible ingredients for those products.

IKEA FOOD DEMOCRATIC DESIGN
IKEA FOOD is committed
to offer sustainable food that is good for people, our planet, and animal welfare that we can be proud of.

We want our customers to enjoy food that is appetizing, can be trusted and is responsibly produced with care for people, the planet and animal welfare. We are widening our food offer to include more vegetarian and seafood options. One example is the introduction of our veggie and chicken balls in 2015 that have a lower environmental impact with their carbon and water footprints.

**FACTS & FIGURES**

**Veggieballs**
They have a lower environmental impact in their carbon footprint.

**Certified seafood**
By the end of FY15, all IKEA stores serve seafood from MSC/ASC certified fisheries.

**Organic food**
Lingonberries, blueberries and cloudberries in jams and beverages are traceable, 100% certified organic, and picked under fair labor conditions according to Swedish KRAV. UTZ certified coffee and cocoa in our chocolate bars are traceable back to the plantations.

**IWAY Code of conduct**
Our supplier code of conduct, IWAY, represents how we source and supply food, so that we can create trust among customers, co-workers, suppliers and external stakeholders for the food - from farm to fork.

IWAY outlines the minimum requirements we place on all our suppliers with regards to environment, health, safety and working conditions. In total, we have 600 contracted suppliers enabling IKEA to serve a mix of Swedish and local dishes at our Restaurants. Half of the food is produced by global suppliers and half is produced locally.

**Cooperation with NGOs for sustainability**
IKEA has chosen to collaborate with stakeholders who share our commitment for sustainable food. We have a dialogue with NGOs such as Oxfam, Compassion in World Farming, and WWF, as well as with suppliers to share experiences and create development. We view this continuous dialogue as a good way for moving the food industry towards being more sustainable.
IKEA FOOD is re-engineering our supply chain to provide greater transparency and traceability - as well as a positive impact on people, animals and the planet.

ASC and MSC seafood certifications
Seafood is nutritious and an environmentally-friendly protein. IKEA wants to provide seafood from responsible fisheries to secure future supply, support fishing communities and have more traceability and transparency. By the end of August 2015, IKEA will only source seafood from MSC-certified (Marine Stewardship Council) and ASC-certified (Aquaculture Stewardship Council) fisheries. IKEA will implement traceability (chain of custody) of all sourced ASC and MSC certified seafood. The only exception is crayfish. We are currently working with the MSC organization and suppliers to certify crayfish fisheries.

Animal welfare
IKEA believes that good animal welfare is an important criteria for high quality food products. As a next step, we will develop our welfare approach for salmon, pigs, chicken, beef and dairy.

Palm oil
There is palm oil in some of the IKEA food products. Our goal is that by the end of 2015 all palm oil used in our products will either come from certified segregated sustainable sources or be replaced by more sustainable raw materials. In the meantime, we buy Green Palm certificates that support sustainable palm oil production at plantation level.