

A plant ball for meat lovers



AUGUST 2020





At IKEA, we know that even small things have the power to make a change. That's why we're introducing the new plant ball. It has the look, taste and juicy bite of the IKEA meatball, but only 4 % of the climate footprint*. That means it's just as delicious – only smarter.

* What's a climate footprint? Find out more on page 10.

The meatball reimagined

The plant ball is proof that a less meaty future can be just as delicious, whether you're a meat lover or not. Made with pea protein, potatoes, onion, oats and apple, it has the great taste and texture of the IKEA meatball – minus the meat. Instead, the perfect meaty taste is achieved by adding umami flavours, like mushroom, tomato and a powder from roasted vegetables.



“Is this a Swedish meatball without meat? Well, not exactly, but we’ve added the same sort of ingredients. The plant ball actually tastes more than a meatball, in a good way.”

Alexander Magnusson,
Chef & Project Leader IKEA Food



HUVUDROLL
plant ball

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“Mm, it’s pretty elastic. Yeah, it’s good.”

Richa, 35, one of our customers that has had a pre-taste of the new plant ball.



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“It does have a really meaty taste.”

We asked Jakob, 40, what he thinks about the new plant ball.



Carnivore? Dare a bite

Getting the flavour just right is essential, but it's not enough. To get a plant ball that has the perfect meaty bite even if it's made with protein from an alternative source, IKEA turned to experts in the field. Because there's a science to extracting protein from vegetables - yellow peas in this case.

Put very simply, the pea protein is extracted by mixing yellow peas and water, which is forced through a nozzle under high pressure. The protein pellets are mixed with onion and potatoes and then with oat bran, dried apple and rapeseed oil. The result is a plant ball with a texture that is nearly identical to that of a meatball.

Same – and totally different

It's fair to say that the plant ball is about old meeting new; traditional Scandinavian raw ingredients meet modern protein extraction methods. With a climate footprint that's just 4% of the meatball's, the plant ball is a great alternative for everyone who wants to cut down on meat without losing out on the experience.



“At IKEA, we sell 1 billion meatballs a year. Imagine if we can convert even some of those into plant balls. That’s a real tangible reduction in our climate footprint.”

Sharla Halvorson, Health & Sustainability Manager IKEA Food



“It looks like a regular Swedish meatball. It’s good. It’s good.”

Gabriel, 17, on what he thinks of the new plant ball



Get ready for kick-off

The new plant ball joins the growing HUVUDROLL family of IKEA meatballs and will launch in Europe in August 2020, followed by the rest of the world. In the restaurants, the dish will be sold at the same low price as the meatballs – served with mashed potatoes, cream sauce, lingonberry jam and peas, just like the classic meatball plate.

And of course, the plant balls will also be available from the Swedish Food Market in our stores. That means you can bring them home and cook them whatever way you fancy. Alexander Magnusson suggests going for something with lots of flavour:

“If I was cooking plant balls at home and wanted to do something different, I’d probably do an Indian curry dish or serve them with kimchi or something really flavourful.”

Alexander Magnusson, Chef & Project Leader IKEA Food

“We actually hope that we’ll sell less meatballs.”

Sharla Halvorson,
Health & Sustainability Manager IKEA Food



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Ready for a new ball game

When IKEA Food now takes another big step towards a more sustainable future, it's by recreating the iconic meatball. The new plant ball is made with pea protein and has a climate footprint that's only 4% of its meaty counterpart.

The world is changing at high speed and we must all play our part in creating a more sustainable future. Realising the importance of taking urgent action, IKEA works hard to deliver on the ambition of becoming climate positive by 2030*.

Climate-friendly choice

One piece of the puzzle is increasing the proportion of plant-based food – such as the all-new plant ball.

“When IKEA Food did an analysis of all our raw materials, it was evident that it's the red meat in our portfolio that has the biggest

climate footprint”, says Sharla Halvorson, Health & Sustainability Manager IKEA Food.

Competing with an icon

Given that the meatballs are the biggest seller, it was natural to turn the attention in their direction. So, for the first time since the launch in 1985, the much-loved IKEA meatballs now face serious competition.

“We actually hope that we’ll sell less meatballs. Today, we sell 1 billion a year. Imagine if we can convert even some of those into plant balls. That's a real tangible difference in our climate footprint”, says Sharla.

A natural step

She sees a bright future for plant-based food at IKEA.

“I hope that we’ll have more and more plant-based options on our menu. Considering all their benefits, it's a natural development.”

* Read more about IKEA becoming climate positive on page 10.

Facts & figures

Calculating and measuring environmental impact is a complex task, and the terminology is sometimes confusing. The often-used *carbon footprint* refers to the total amount of greenhouse gases produced to support human activity. Today, an increasing number of experts instead use the term *climate footprint*. It encompasses the full range of gases that can affect the climate, including those not carbon-based.

At IKEA, we are committed to becoming climate positive by 2030. That means we will reduce more greenhouse gas emissions than our value chain emits while growing the IKEA business. Our responsibility stretches across the entire value chain of our business: from the materials we use, manufacturing and transporting of products, our stores, customer travel and home deliveries, product use in customers' homes and product end-of-life.

**The climate footprint
of the plant ball is**

4%

of the meatball's

**You can reduce your
carbon footprint by up to**

73%

**if you cut meat and dairy
products from your diet**

**Plant-based food
will comprise**

20%

**of the total IKEA Food
offer by year 2022**

70%

**of IKEA Food green-
house gas emissions
come from beef and pork**

14,5%

**of global greenhouse
gas emissions come from
livestock production**

Image overview



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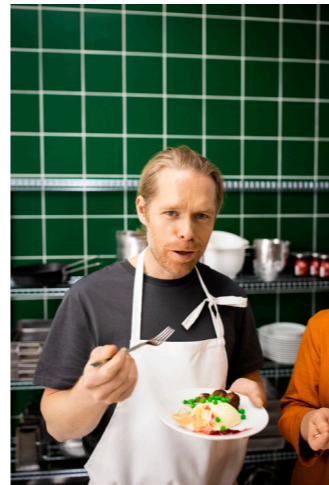
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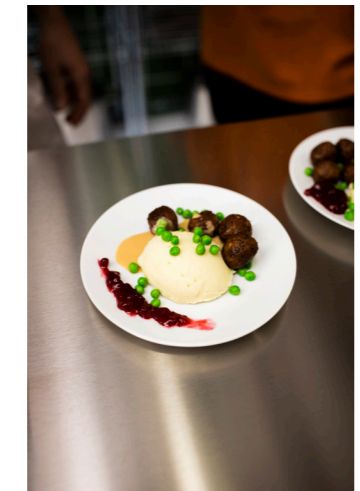
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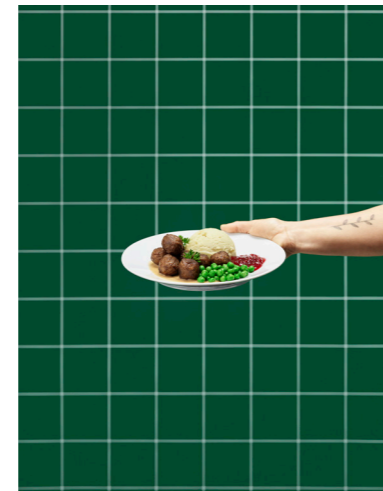
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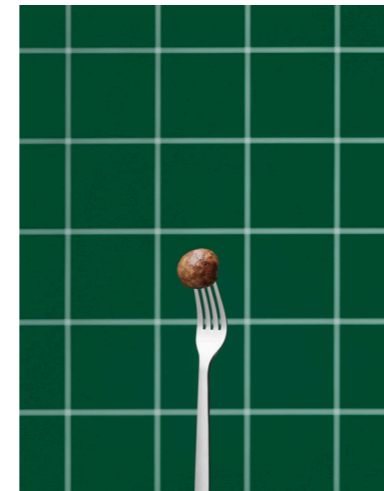
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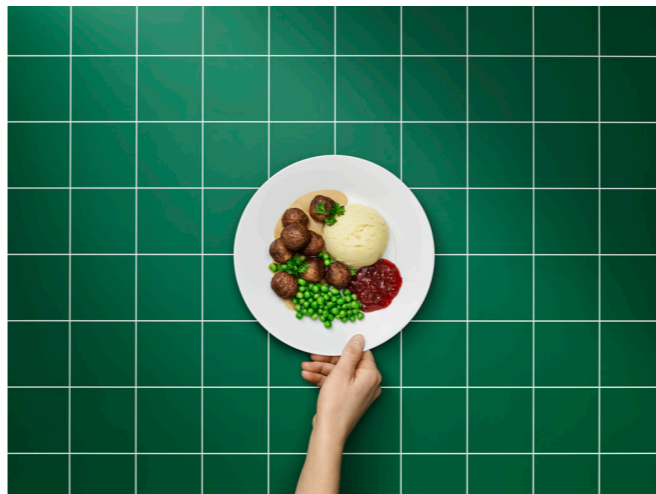
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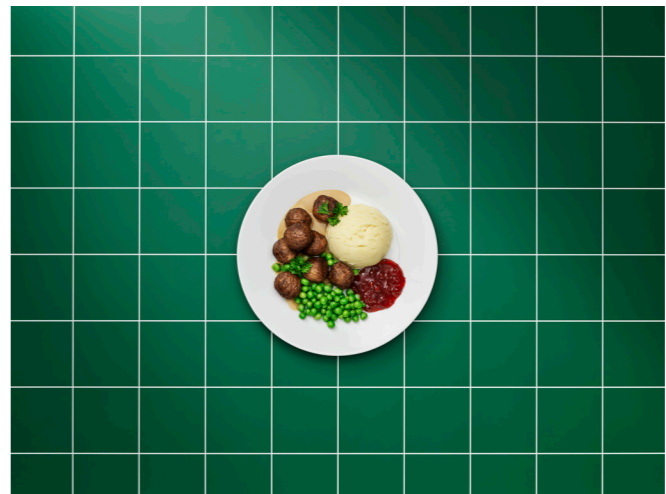
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Image overview



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Film overview

Commercial/Editorial/Process animation



Plant ball Commercial 15s, format 16:9, 1:1



Plant ball Commercial 30s, format 16:9, 1:1



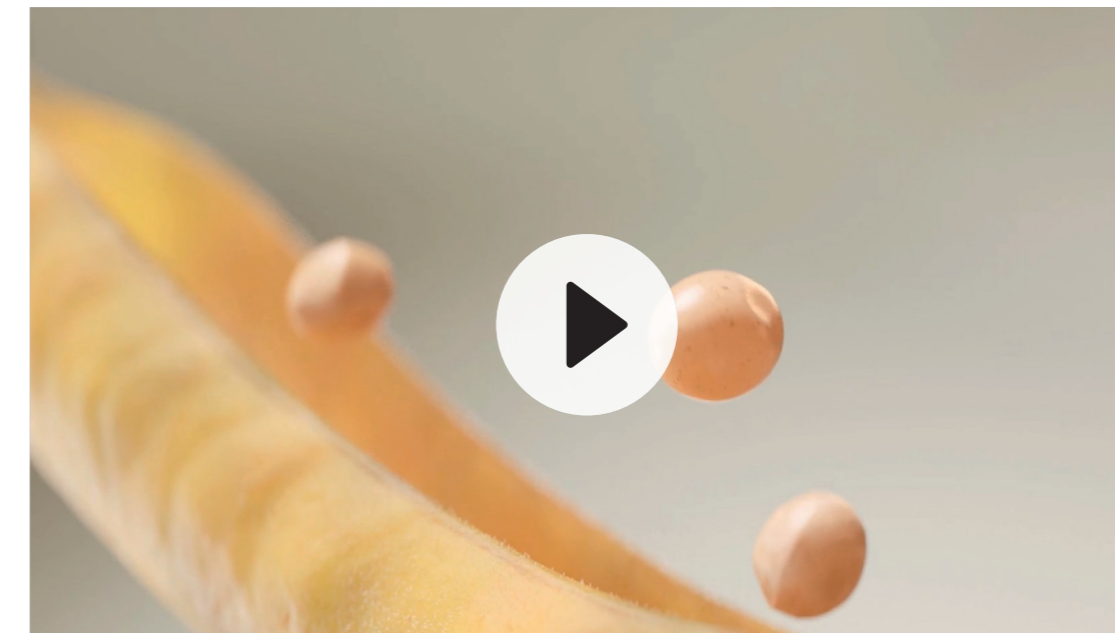
Plant ball Commercial 32s, format 16:9, 1:1



Plant ball Editorial, 1.57 min, format 16:9



Plant ball Editorial trailer, 30s, format 1:1, 16:9



Plant ball Process animation, 60s, format 1:1, 16:9

Teaser film

Short films – perfect for social media



Plant ball Reveal, format 1:1, 9:16 16:9



Plant ball Rotate, format 1:1, 9:16 16:9



Plant ball Rotate Plate, format 1:1, 9:16 16:9



Plant ball Rotate Take Ball, format 1:1, 9:16 16:9



Plant ball Rotate Up Down, format 1:1, 9:16 16:9



Plant ball Rotate Up Take Ball, format 1:1, 9:16 16:9

Reaction film

Reaction films x 10



Plant ball Reaction 1, format 1:1, 9:16, 16:9



Plant ball Reaction 2, format 1:1, 9:16, 16:9



Plant ball Reaction 3, format 1:1, 9:16, 16:9



Plant ball Reaction 4, format 1:1, 9:16, 16:9



Plant ball Reaction 5, format 1:1, 9:16, 16:9



Plant ball Reaction 6, format 1:1, 9:16, 16:9



Plant ball Reaction 7, format 1:1, 9:16, 16:9



Plant ball Reaction 8, format 1:1, 9:16, 16:9



Plant ball Reaction 9, format 1:1, 9:16, 16:9



Plant ball Reaction 10, format 1:1, 9:16, 16:9

Contact

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