

When it comes to sugar

LESS IS MORE.

Sugar, sugar, sugar. We're consuming far too much of it. Often without even knowing. But too much sugar is bad for our health – and it's a growing problem around the world.

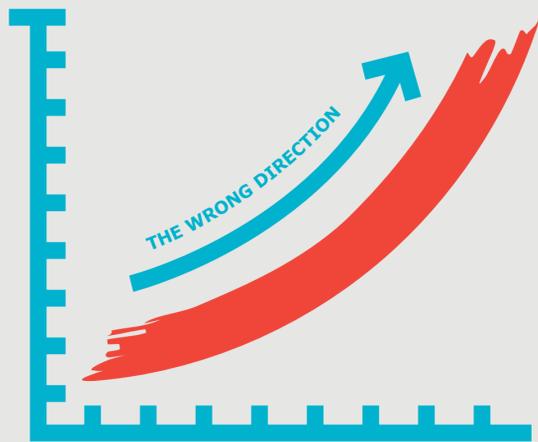
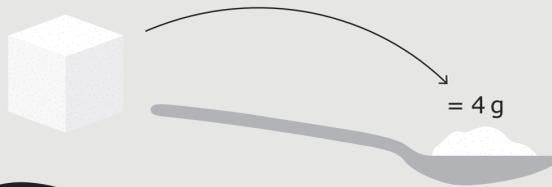
This is why, in one bold step, we're cutting sugar at our drink towers in half. We're also introducing new Nordic fruit water made from natural ingredients. After all, life is sweet enough.



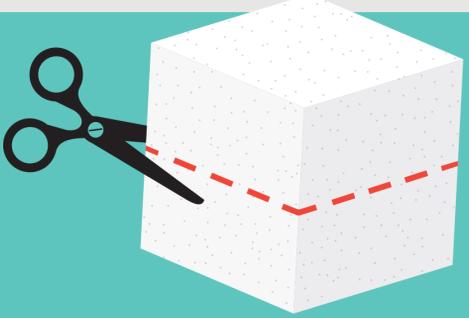
Sugar is one of the oldest ingredients, dating back to 300 BC. But that does not make it good for us. Now we know better!

50%

Every year more than 600 million people visit IKEA Restaurants. Now we're reducing sugar at our drink towers by 50%. Imagine what this adds up to. A sweet start!

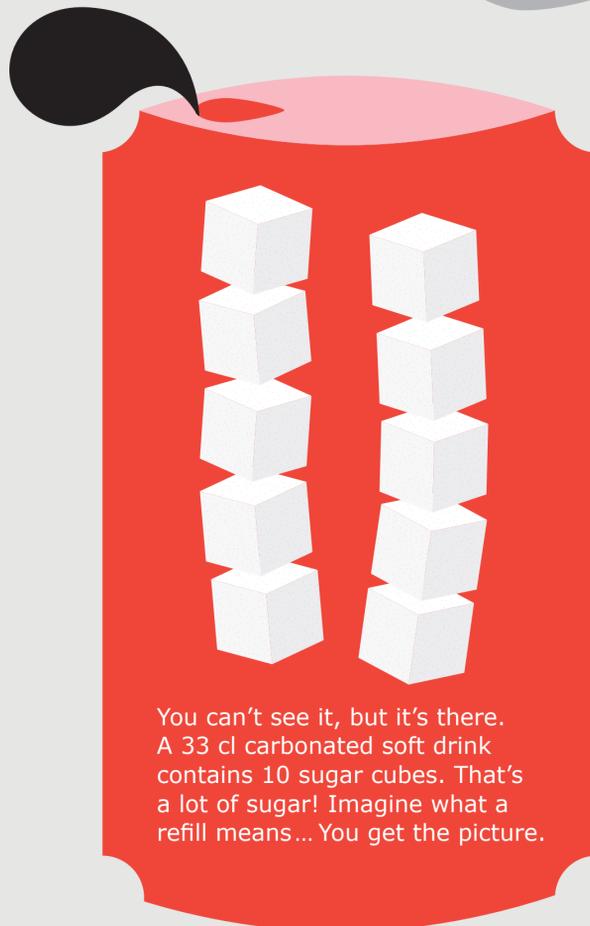


Global sugar consumption continues to rise. Let's do something about it!



50% less sugar

Refreshing news! We're cutting sugar at our drink towers in half. That's 50% less sugar!



You can't see it, but it's there. A 33 cl carbonated soft drink contains 10 sugar cubes. That's a lot of sugar! Imagine what a refill means... You get the picture.

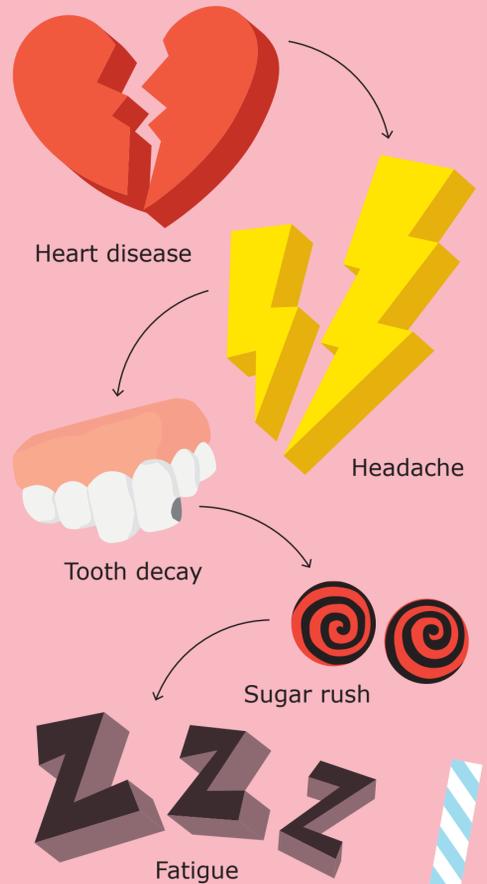


WHO's advice

The World Health Organization (WHO) recommends that we reduce our daily intake of free sugars to less than 10% of our total energy intake. A further reduction to below 5% or roughly 25 grams (6 teaspoons) per day would provide additional benefits. Let's make it happen – one sugar cube at a time.

Feel better!

Studies show that too much sugar can cause headaches, fatigue, mood swings and even depression. So be happier and healthier with less sugar!




A healthy initiative

Sure we have a way to go. But cutting sugar at our drink towers in half and introducing new Nordic fruit water with natural ingredients is an important step in the right direction. It also sets a good example for others to follow! #IKEASweetEnough

