

IKEA Malaysia now offers plant-based food!

Looks like meat, but contains no meat



Get a hearty and healthy meal that's all plant-based! IKEA Malaysia now offers tasty, affordable plant-based food for all to enjoy. Featuring the Plant Based Burger, Plant Based Schnitzel, Plant Based Fishless Fingers, Veggieballs Tomato Pasta, Veggieball Wrap, Scrambled Egg Croissant with plant-based pieces and salads, IKEA is inspiring a movement for a better and more sustainable daily life.

Affordably priced from RM4.90 – RM12.90, the new range of flavour-packed plant-based food are available at all IKEA Malaysia Restaurants. Customers can opt to enjoy these mouth-watering dishes via in-store dining, take-away and IKEA Food Order & Collect service.

The roll-out of these new menu items reflects IKEA Malaysia's efforts to make healthy and sustainable food more affordable and desirable to the many people. As food is a necessity for humanity, it is also necessary for us to play our role to protect the environment comes from being conscious of what we eat. By choosing plant-based food that are tasty, affordable, and wholesome, you can easily eat your way to a better planet.

If you feel like eating good and doing good, from 16-31 October 2021 be sure to get the **World Food Day Combo** which includes the Plant based Schnitzel & Mushroom Soup priced at RM12.90. For every portion of the combo sold, RM2.00 will be channeled to **HOPE Worldwide Malaysia** to fund food distribution programmes.

MEDIA ALERT



All the plant-based food items will remain on the IKEA menu except for the Plant Based Burger – available for a limited time only, until 31 October 2021.

You are what you eat so, go ahead and take that step in having some plant-based food! Because if the food you consume is good for the planet, it surely is good for you. To find out more on IKEA's plant-based food menu visit: **IKEA.my**

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About IKEA Malaysia

We believe home is the most important place in the world. Since its 1943 founding in Sweden, IKEA has created a better everyday life for the many people by offering well-designed, functional home furnishings at prices so low that as many people as possible can afford them. Today, IKEA is the world's largest home furnishing retailer, with more than 420 stores in 52 countries – including four in Malaysia. We are part of IKEA Southeast Asia - the only franchisee owned by the Kamprad family that founded IKEA. We make sustainability part of our everyday business and support initiatives that benefit children and the environment. To learn more, visit IKEA.my

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