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IKEA develops a Veggie hot dog for the IKEA Bistro



The new IKEA Veggie hot dog is, besides from being delicious, a more sustainable option for the many people to enjoy when visiting IKEA. The Veggie hot dog is being tested at the IKEA store in Malmö and the ambitions are high: to develop a product that will be as loved as the iconic IKEA hot dog.

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. Adding the Veggie hot dog to the food offer at IKEA is contributing to IKEA Food's goal to include more plant-based ingredients in the range and offer healthier products.

The Veggie hot dog is still under development and multiple tests and prototypes have been done to find the exactly right balance and combination of ingredients. As a part of the product development process a prototype of the new plant-based hot dog will be tested at the IKEA store in Malmö, starting in week 7.

"As always when we develop new products we have to secure that it is delicious and that our customers like it. There is no point in creating a more sustainable option for our customers if it is not tasty. Every year 660 million people enjoy the IKEA Food offer and we see this global reach as an opportunity as well as a responsibility to serve food that is good for people and the planet. With the new Veggie hot dog we can inspire and enable customers looking for a quick tasty bite in the IKEA Bistro to choose a plant-based more sustainable option at an affordable price." Says Michael La Cour, Managing Director at IKEA Food Services AB.

The hot dog at IKEA has a long history: In 1981, and true to his vision for IKEA to be affordable for the many, Ingvar Kamprad set the price of the IKEA hot dog at 5 Swedish Krona – which was half price compared to competitors in Sweden at that time. It was the beginning of the success story of the IKEA hot dog that today is served at IKEA all over the world. By introducing the Veggie hot dog to the IKEA Bistro range, we want to stay true to Ingvar Kamprad's vision and offer a quick, convenient, and truly affordable product for all IKEA visitors to enjoy. The Veggie hot dog will be available at all IKEA stores in Europe from August 2018 and in all stores in 2019.