



IKEA Food Services AB

Malmö, 24 July 2018

PRESS RELEASE

IKEA joins HAVEN festival serving good food and good music

IKEA joins the HAVEN festival in Copenhagen, 10-11 August 2018, to continue the journey of exploring life outside of the home. At the IKEA area at HAVEN good music and good food go hand in hand: At this year's festival guests can enjoy music by Swedish artists and try the new IKEA veggie hot dog. IKEA is curious to meet and interact with people in places where they enjoy themselves and socialize, because everyday life happens beyond the four walls we call a home.

Driven by the IKEA vision to create a better everyday life for the many people, IKEA is always looking for new ways of meeting people and learn about their everyday life – at home, in the neighbourhood, outside, with friends and family. And maybe some of the best moments in life happen when people come together – for example around food and music! At this year's HAVEN festival IKEA will feature the Swedish R&B and hip hop artists Sammy & Johnny Bennett, JAQE, DJ Finest and Mack Beats in the IKEA Festival area.

"Sweden has for long been appreciated for its music and design, and both of these expressions are a universal language which can inspire people everywhere. Today more than ever, thanks to technology, geographical boundaries is not a barrier. By bringing some really good Swedish artists and letting them perform in an IKEA setting, we hope people will be inspired and join the party", says Marcus Engman, Head of Design at IKEA Range & Supply.

To complete a great festival experience and unite people around good food and good music HAVEN festival guests will be among the first to try the new IKEA veggie hot dog, which will be launched in all IKEA stores in Europe in August.

"We are proud to be serving the veggie hot dog at HAVEN. We have worked really hard to develop a plant-based hot dog that tastes good and is also better for the planet. Serving food at a festival and interacting with people gives us a great opportunity to get inspired and hear their feedback" says Michael La Cour, Managing Director IKEA Food Services AB.

The veggie hot dog, served with spicy mustard, roasted onions and red cabbage, will be accompanied by a prototype of plant-based soft ice that IKEA Food Services is currently developing. The aim is to add the plant-based soft ice to the IKEA Bistro range as an alternative to the popular dairy-based version.

HAVEN festival combines beer, food, art and music, giving people the opportunity to discover new tastes, sounds and sights. With a shared interest of meeting people through food and music, joining HAVEN is a natural step for IKEA Food to interact with people in a new context. Previously IKEA Food participated in HAVEN in 2017 and Boston Calling in 2018.

#HAVENKBH #IKEAFESTIVAL #IKEADK



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About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

IKEA Food Services AB, based in Malmö, Sweden, develops the global range for the IKEA Restaurants, Bistros and Swedish Food Markets in over 400 IKEA stores in 49 markets. With food at the heart of people's everyday life, IKEA Food wants to offer a modern taste of Sweden – honest food for people and the planet.