



IKEA Food Services AB

Malmö, Sweden, February 5, 2019

PRESS RELEASE

Growing opportunities in Uganda: 5,000 more coffee farmers engaged in IKEA social entrepreneur initiative

IKEA is happy to announce that the number of farmers that engage in the social business initiative in the White Nile region in Uganda has increased by over 60%. Today almost 13,000 coffee farmers supply the Arabica coffee beans for the IKEA PÅTÅR single-origin White Nile coffee. In autumn 2017, when IKEA started the engagement, about 8,000 farmers participated in the project.

A little bit more than one year ago IKEA introduced a special edition coffee: PÅTÅR single-origin and 100% Arabica coffee from the White Nile region in Uganda.

Despite being the biggest coffee exporting country in Africa, the Ugandan coffee industry is primarily made up of a vast number of smallholder farmers that often face harsh business realities. It is not easy to run a profitable farm with small resources. Through the PÅTÅR single-origin coffee IKEA supports a local social business project working closely together with coffee farmers and communities to improve farm and financial management, coffee sourcing practices, and therefore family livings on the long run.

IKEA is the first global retailer to make a single-origin coffee from the White Nile region broadly available. By committing long-term to single origin Arabica coffee from this specific region in Uganda, IKEA supports the initiative's efforts working closely with local coffee farmers. Together with the IKEA supplier for this special edition coffee and through the global network of IKEA stores, high-quality coffee from the White Nile region can reach the 680 million customers that enjoy the IKEA food offer globally every year.

"When I visited the local team in Uganda, I learned that it's a great motivation for them to know that their beans are now being sold at IKEA globally. Our commitment contributes to coffee farmers being able to earn a stable income and have access to the global market, which in turn opens up new opportunities for their families and communities. It's a win-win project. I am proud that we can offer our customers this special, high-quality and really tasty brew from the White Nile region" says Azaliah Mapombere, social impact specialist at IKEA Food Services AB.

Driven by the IKEA vision of creating a better everyday life for the many people IKEA has been partnering with social entrepreneurs that focus on vulnerable communities and minority groups for the past six years. IKEA currently has partnerships with social entrepreneurs in 26 countries, from India, Thailand, Romania and Jordan, to Sweden and USA. Through these partnerships IKEA is today contributing to economic empowerment of more than 15.600 people, improving the livelihood for them and their families, over 60.000 people impacted.

For more information, please contact IKEA Food Corporate Communications

Vera Mertes Banchereau, +46 73 232 1035, vera.mertes.banchereau@ikea.com



IKEA Food Services AB

Malmö, Sweden, February 5, 2019

Note to editors

The PÅTÅR single-origin White Nile coffee is a high-quality fresh and fruity medium roast, with subtle hints of vanilla and chocolate. **All IKEA PÅTÅR coffee is organic and UTZ certified.** Customers can check the origin of their PÅTÅR coffee online, using the UTZ/IKEA online tracer www.utz.org/IKEA.

UTZ is an internationally recognized certification scheme with a vision to create a world where sustainable farming is the norm. Today, UTZ is the largest certification programme for coffee and cocoa; more than 445,000 coffee farmers and workers benefit from the UTZ programme. More on www.utz.org

Organic, according to [EU standards](#). Farmers, processors, importers and retailers must follow strict EU rules in order to use the EU organic logo.

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.

About IKEA Food Services AB

IKEA Food Services AB, based in Malmö, Sweden, develops the global range for the IKEA Restaurants, Bistros and Swedish Food Markets in over 420 IKEA stores in 52 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.