



Inter IKEA Group
PRESS RELEASE

1 February 2022
Delft, The Netherlands

EMBARGOED UNTIL TUESDAY 07.00 (GMT)

IKEA invites tech talents for a job interview over 3D-printed meatballs

IKEA is inviting people with imagination for a job interview over experimental 3D-printed meatballs as part of a new data and technology recruitment campaign. During 2022 the brand will open more than 150 technology and innovation roles across Europe. So it's reaching out for people who share its values and vision: to create a better everyday life for the many people.

The world-famous Swedish meatballs are an iconic part of the IKEA offer. Now IKEA is exploring new technologies to make them more sustainable. In line with their commitment to offer 50% plant-based main meals in IKEA restaurants by 2025, IKEA menus already include plant balls as alternatives to traditional meatballs. The ambition is to make healthier and more sustainable eating easy, desirable and affordable.

Now IKEA is inviting candidates to bring their ideas and try some experimental plant-based meatballs prepared with a 3D printer. These never-before-served 3D-printed meatballs are being offered as part of its recruitment campaign "Taste the Future", which launches on 1 February 2022. The campaign aims to entice a diverse and extraordinary range of tech talent through a unique, tasty and thought-provoking job interview for selected roles and people.

The 3D-printed meatballs are just one experiment where IKEA is exploring new technologies to bring its vision to life. All to reach more people and create a positive impact on the world.

"IKEA is at the start of a journey to embrace data and technology to become more affordable, accessible and sustainable in an omnichannel environment. Naturally people with imagination will play a big role in that quest. So here we're looking for people who want to create a better everyday life with us. This campaign is a great way to start the conversation," says Inter IKEA Group CIO Pascal Pauwels.

"We're looking for down-to-earth data scientists, future architects, cyber guardians, unboxed engineers and common sense-makers. People who want to co-create a better everyday life at home for the many with thin wallets," says Karen Rivoire, IKEA Employer Brand Leader.

[Captured in a short film](#), which launches the "Taste the Future" recruitment campaign, the 3D-printer is the latest technical development of food 3D printing. It has been programmed to recreate the texture, flavour and appearance of the IKEA meatball without the meat.

[END]



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Notes to editors:

- The meatballs will be served to selected candidates as part of the normal application and interview process
- 3D-printed meatballs are an experiment designed for this recruitment campaign. As of now there are no plans to put the 3D printed meatballs on the menu of the IKEA restaurants
- Applicants can apply here [IKEA.com/TasteTheFuture](https://www.ikea.com/TasteTheFuture)
- IKEA food commitments include that by 2025:
 - 50% of main meals offered in our restaurants will be plant-based.
 - 80% of main meals offered in the restaurants will be non-red meat.
 - 80% of all packaged food offered will be plant-based.
 - 80% of all main meals offered in the restaurants will meet our internal criteria for healthier food.*

*The IKEA Food Nutrition Profiling System (IFNPS) classifies foods or beverages as healthier if they have a better nutritional composition compared to equivalent foods from a similar product category. There are three levels of classification in the system: "Green" is the best, followed by "Yellow" and "Red". "Healthier" means products have been classified as better than "Red" i.e., "Green" or "Yellow".

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.

For more information contact: Media.Franchisor@Inter.IKEA.com +31-62-124-0618