



IKEA of Sweden
PRESS RELEASE

Älmhult, Sweden
September 23, 2021

IKEA launches Nutrition Profiling System to accelerate the transition to a healthier, more sustainable food offer

IKEA wants to contribute to transform the global food system to become more sustainable – in line with the objectives of the first UN Food Systems Summit that will take place this week. With the opportunity and responsibility to make healthy and sustainable eating delicious and affordable to the many people, IKEA is today launching a science-backed Food Nutrition Profiling System. This will enable a big movement in product development to accelerate the transition to a healthier and more sustainable food offer.

“Every year, millions of customers visit IKEA restaurants or Swedish food markets. We can really make a positive impact by providing delicious, nutritious, and responsibly produced food, and have set an ambitious goal to ensure that 80% of all main meals offered in IKEA restaurants are healthier food by 2025,” says Lena Julle, Sustainability Manager for Range, IKEA of Sweden.

The IKEA Food Nutrition Profiling System provides a coherent set of nutrition criteria for the entire IKEA food range, ranging from individual food items to snacks and meals. It is a rigorous system that enables the profiling and tracking of foods into three categories – green, yellow and red – giving important direction for nutrition quality in product development. The system is built upon criteria developed by the Choices International Foundation (Choices) that are scientifically grounded and globally applicable.

Following the principles of the Choices criteria, the system focuses on tracking the factors that are most closely associated with lifestyle diseases, including energy (kcal), saturated fat, sugars, salt and fibre.

“We want to shape a practical food and nutrition profiling system by differentiating between food products that do and those that do not contribute to a healthier diet. One of the interesting things the system allows us to do is really look at how to make plant-based meals and food products nutritionally adequate. With a huge global shift to plant-based underway, including at IKEA, we want to encourage debate on how to make this shift responsibly, with a view to optimal human health. This is a long-term commitment and responsibility, and we have already made a meaningful start on this journey,” says Maria Wirén, Nutrition & Health Leader, IKEA of Sweden.

IKEA takes a full value chain approach to contributing to sustainable food systems, from responsible sourcing of materials, reducing food waste along the value chain, circular and more sustainable packaging and using the IKEA reach to make healthier and more sustainable food options available to as many people as possible. IKEA will work to achieve 50% plant-based main meals in restaurants, and 80% plant-based packaged foods, by 2025.

IKEA fully supports the objectives of the upcoming UN Food Systems Summit, seeking to accelerate action on food system challenges and opportunities globally. By way of support, IKEA has signed the UN Food Systems Summit [Business Declaration](#) to underscore the private sector’s commitment to help drive the changes needed.



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 of Sweden

IKEA of Sweden AB has the assignment to determine and develop the IKEA Product Range, including products, packaging solutions and service products according to the IKEA Concept Framework.

About Choices International Foundation

We help consumers to find healthier products and we help industry to make their products healthier. We also think that governments should do more. So, we encourage them to favor healthy diets wherever they can. At schools, in health education, in policies, with a label on the package.

We are guided by the criteria that make the difference between products that belong to a healthy diet and products that do not. These criteria are defined by an international group of independent leading scientists and regularly revised. We work with local scientists to adapt these criteria to their national food culture and nutrition priorities.

For more information www.choicesprogramme.org