

IKEA FOOD – A Taste of Sweden

Certified Coffee at IKEA FOOD

Starting points:

- ▶ *“We want to show our customers that we are serious in our ambition of being the good company.”*
- ▶ *“We want to make responsibly produced coffee available for the many people”*
- ▶ Trip to Central America to study and compare different certification schemes (Fair Trade, Rainforest Alliance, Organic and Utz).
- ▶ Decision to go with Utz Certified Coffee and implement in ALL units worldwide by May 1st 2008 at the latest.



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WHY UTZ?

- ☐ The mainstream approach of UTZ goes in line with our values.
- ☐ The content of UTZ code of conduct is similar to IKEAs code.
- ☐ Standard comprise both social and environmental issues AND business practice.
- ☐ Traceability all the way back to the plantation.



Coffee produced with
care for people and
the environment.

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Coffee Range in the Stores

- ❑ Different varieties for the Restaurant and Bistros – ground, whole beans, espresso, medium and dark roast etc.
- ❑ Six varieties for the Swedish Food Market – ground, whole beans, espresso and pods.




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Communication very important both internally and towards customers.

Communication kit:

- ▶ pictures and brochures;
- ▶ tray papers and recipe cards;
- ▶ customer magazine;
- ▶ co-worker magazine;
- ▶ Internet information and on-line coffee tracer;
- ▶ and more...

Did you know that all coffee sold and served at IKEA is UTZ Certified?
That means it has been produced with care for people and the environment.



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IKEA FOOD



Almondy cake with coffee



€ 1.90



Coffee produced with
care for people and
the environment.

IKEA® FOOD

