



Ikea

2019 Pledge

This is a UK wide pledge

This commitment will be implemented by October 2020

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Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kid's meal.

This aligns with point 5 on the Commitments Framework

Commitment Details

IKEA Food is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that all children's meals include at least 2 portions of veg, through both veg crudité's and a minimum of 1 veg side and veg within the main meal item. All of our children's meals are aligned with PHE's nutritional guidelines, and we also offer free veg baby pouches in our restaurants for all of IKEA customers.

We started our new menus in September 2018 and hope to increase the amount of veg in children's meals by 6million portions per year through these menus. With our pledge, we commit to aiming for continuous progress to increase the portions of veg we make available to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress.

Monitoring

Baseline data will be taken from sales of children's menus (itemised on our cash registers) from September 2017 to September 2018 because this is the 12 months before we introduced the new menus.

Year 1 reporting will be from July 2019 to June 2020, in line with the Peas Please reporting year, and compared with the above baseline. We will use sales data to calculate the increase in portions of veg. We can also separately report on the number of free veg baby pouches given to our customers as additional data for our pro-veg work.

Within the reporting we will exclude increases in veg servings that have resulted from new restaurant openings, so that we are comparing like for like in each reporting year. We will also work towards making sure that we do not inadvertently increase food waste through the veg initiative.