

IKEA Introduces Vegan Hotdog

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Category : Lifestyle/Entertainment

Unlocking Word Meanings

Read the following words/expressions found in today’s article.

- 1. **vegan** / `vi gən, `veɪ- / (adj) – free from animal products
Example: Once I start my **vegan** diet, I will no longer eat meat products.
- 2. **on the fence** / ɒn ðə fens / (idiom) – having doubts about something
Example: The company is **on the fence** about calling their product organic because it also uses some artificial ingredients.
- 3. **patronize** / `peɪ trəˌnaɪz / (v) – to show support
Example: I rarely buy imported products because I **patronize** local ones.
- 4. **compromise** / `kɒm prəˌmaɪz / (v) – to settle for something that is below expectations
Example: I will extend the deadline to make sure that the quality of your work will not be **compromised**.
- 5. **on par with** / ɒn pər wɪθ / (idiom) – being on the same level as someone/something
Example: His boss criticized his presentation because it was not **on par with** the expectations.

Article

Read the text below.

Sweden-based furniture store IKEA [ee-kay-uh] announced its plans to launch a **vegan** hotdog.

The retailer, which also offers food services, revealed in an Instagram post last February that it has been testing a vegan hotdog product at its Malmö / `mɑlm,œ / branch. IKEA disclosed that its new food offering is intended to be made from 100% plant-based ingredients. However, it admitted that it is **on the fence** about labelling the tested product as vegan because some of the additives used may not be purely plant-based.

Despite the disclaimer, IKEA assured that they are in the process of improving the product to make it 100% vegan by its August launch at IKEA stores in Europe.

IKEA’s newest food innovation is its next step in achieving its mission of offering plant-based food items. The development of the vegan hotdog follows the launch of the company’s vegan meatballs in 2015.

According to IKEA Food managing director Michael La Cour, over 600 million people **patronize** IKEA’s food products, which is why the company continues to develop healthy and planet-friendly food selections. Although sustainability is a priority when coming up with food options, La Cour assured that IKEA will not **compromise** the food’s taste and affordability.

On a similar note, beverage manufacturer Ripple Foods also uses plant-based ingredients in its products. The company has been using yellow peas as an alternative to dairy for its milk products. Because of this, the company is able to fulfill the mission of producing plant-based milk that can be **on par with** commercial products in terms of nutritional value and flavor while using minimal natural resources.

Viewpoint Discussion

Enjoy a discussion with your tutor.

Discussion A

- Do you think that introducing vegan food items can convince people to adopt a healthier lifestyle? Why or why not?

- What do you think are some of the risks that can come with a vegan lifestyle? Explain.

Discussion B

- Aside from the vegan lifestyle, what other lifestyles can businesses consider when developing a new product? Why do you think so?

- How do you think can businesses cater to these lifestyles?

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