

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 par 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 ^{野菜のみの}**vegan** hotdog.

The ^{小売業}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 ^{野菜のみのホットドッグに続いて}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 ^{ひいきする(推奨する)}**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 ^{代替手段として}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?