

IKEA #TogetherWeEat Food Truck Hits the Road This Summer To Bring People Together Over Food

Limited Time Food Truck to Visit Chicago and New York Offering Free IKEA Meatballs and Communal “Pop Up” Seating

CONSHOHOCKEN, PA ([PRWEB](#)) June 21, 2016 -- IKEA U.S. announced today that the #TogetherWeEat Food Truck, a limited-time mobile food truck celebrating how food connects people, will hit the road this summer to encourage consumers to take a moment from their busy day, relax with a friend, and enjoy an IKEA snack together. The truck will visit two cities in July – Chicago and New York City - to surprise and delight the public with free IKEA meatballs and other treats, as well as communal “pop-up” seating areas furnished by IKEA.

The food truck will visit Wicker Park Fest in Chicago (July 23 & July 24) and Celebrate Brooklyn in Brooklyn, NY (July 30), as well as make “surprise” stops at various locations in these two cities. Visitors to the truck will get a free sample of three IKEA meatball creations made from IKEA chicken, veggie and Swedish meatballs: the Buffalo Chicken Bite, the Veggie California Stack and the KÖTTBULLAR with Lingonberry.

“We wanted to allow consumers to taste a variety of delicious and healthy food options found at IKEA Restaurants and IKEA Swedish Food Markets,” said Peter Ho, head of food-product development at IKEA U.S. “But even more than that, we wanted to create an environment that encourages people to gather and enjoy these treats together.”

Communal pop-up seating areas stationed near the food truck at select stops will be outfitted with IKEA furniture and home furnishings. IKEA LATTJO table games, trivia cards and other conversation games will also be available to encourage great conversation with friends, family and other fellow eaters.

“At IKEA, we understand the great power of food in bringing loved ones together, whether that’s over morning pancakes in the kitchen or an afternoon snack at the park,” said Lisa Hajra #TogetherWeEat project leader at IKEA. “Simply being together to talk, share, discuss and laugh over a delicious meal is just as important as the food itself, which is why this year, we’re celebrating all the ways in which food connects people.”

The IKEA #TogetherWeEat Food Truck follows the recent IKEA “Together, We Eat” contest launched last fall, which celebrated how food brings people together through a search for the best stories behind cherished family recipes and food traditions.

To find out more about the IKEA #TogetherWeEat Food Truck, including menu offerings and time/location details for Wicker Park Fest in Chicago and Celebrate Brooklyn in Brooklyn, NY, please visit www.TogetherWeEat.com/FoodTruck. To follow the IKEA #TogetherWeEat Food Truck as it makes its way through Chicago and New York City in a series of “surprise” stops this July, follow IKEA on Twitter @IKEABolingbrook, @IKEA_Schaumburg and @IKEA_Brooklyn.

To download images from the IKEA #TogetherWeEat Food Truck and additional assets, including recipe and event images (available post-events), please visit https://drive.google.com/drive/folders/0B44PLg4_2UEdaUY0Y09ud0UyVjg or contact Kathy Boerner (Kathy.Boerner(at)Ketchum(dot)com).



ABOUT IKEA

Since its 1943 founding in Sweden, IKEA has offered home furnishings of good design and function at low prices so the majority of people can afford them. here are currently more than 385 IKEA stores in 48 countries, including 42 in the U.S. IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment. For more information see IKEA-USA.com, [@IKEAUSANews](https://twitter.com/IKEAUSANews), [@IKEAUSA](https://www.facebook.com/IKEAUSA) or [IKEAUSA](https://www.youtube.com/IKEAUSA) on Facebook, YouTube, Instagram and Pinterest.

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