

Press Release

13 September 2016

## **IKEA cooks up relationships in the kitchen**

The dinner party is under threat with almost half (42%) of people in Northern Ireland claiming they cannot cook at all, with nearly a quarter (24%) feeling they don't have enough space to host.

This news comes after 2,000 people across the UK were surveyed by IKEA, and found that when it comes to hosting, the size of our kitchens and dining rooms have an effect on our in-house entertainment, as does the amount of time we may or may not have to host.

To combat the demise of eating together, IKEA has produced an inclusive campaign that urges us to make more than just food in the kitchen, and to celebrate, IKEA Belfast hosted a 'Make a Meal of It' event with local chef, Paula McIntyre.

Paula, who is an advocate for creating fun through cooking together in the kitchen, showed guests how to make a meal of items from the Swedish Food Market. This included blue cheese and lingonberry croustades, salmon with horseradish sauce and a hot potato salad and an Eton Mess with homemade shortbread, fresh berries and Swedish Jam.

Paula was also joined by Vincent O'Rourke, a senior counsellor from Relate NI, who observed the group while they whipped up their dishes together in the working kitchen in the showroom at the Holywood Exchange Store.

Vincent commented; "There is a lot to be said for developing all sorts of relationships in the kitchen, learning to cook a meal together and then sitting down to enjoy it can bring feelings of accomplishment and togetherness for all involved.

"We also know that there are huge benefits surrounding family mealtimes, which help build relationships from talking about your day, to getting advice on a small problem someone might have. Cooking really is good for the soul!"

Clayton Leitch, Kitchen Manager at IKEA Belfast added; "At IKEA, we aim to make every day wonderful, and what is more wonderful than gathering friends and family together for a dinner party.

"As the pioneers of DIY, we would encourage everyone to host a Make a Meal of It event in their own homes, and don't just cook for your guests, invite them into the kitchen to spend more time together making more than just food."

Despite a huge appetite to cook and eat together, nearly a third (29%) surveyed wanted to entertain guests at least once a month, yet in reality it only happens once every two to three months (33%).

When it does, staples like curry (17%) and pasta (16%) are the most popular shared dishes.

## **Ends**

**For further information, please contact Jane Williams at JComms on 028 9076 0066 or [jane.williams@jcomms.co.uk](mailto:jane.williams@jcomms.co.uk)**

## **Notes to editors**

Research conducted by OnePoll who polled 2,000 members of the public in August 2016.

\*[http://www.ikea.com/ms/en\\_GB/rooms\\_ideas/small\\_spaces/](http://www.ikea.com/ms/en_GB/rooms_ideas/small_spaces/)

## **About IKEA Group**

Our vision is to create a better everyday life for the many people and we offer well designed, functional and affordable, high quality home furnishing, produced with care for people and the environment. The IKEA Group has 330 stores in 28 countries. In addition, there are more than 40 stores run by franchisees outside the IKEA Group. The IKEA Group had 771 million visits during FY15 and 1.9 billion people visited IKEA.com [www.ikea.com](http://www.ikea.com)