

## **3rd International Food Innovation Conference**

*Vortrag / Speech*

# **Stéphane Keulian**

**Plant-based First: Wenn die Food Hall grün wird**

**Plant-Based First: When the Food Hall Goes Green**

3rd International Food Innovation Conference - Zurich 21 June 2023

# SALUHALL

A plant-forward food hall,  
promoting sustainable eating & practices

INGKA  
CENTRES

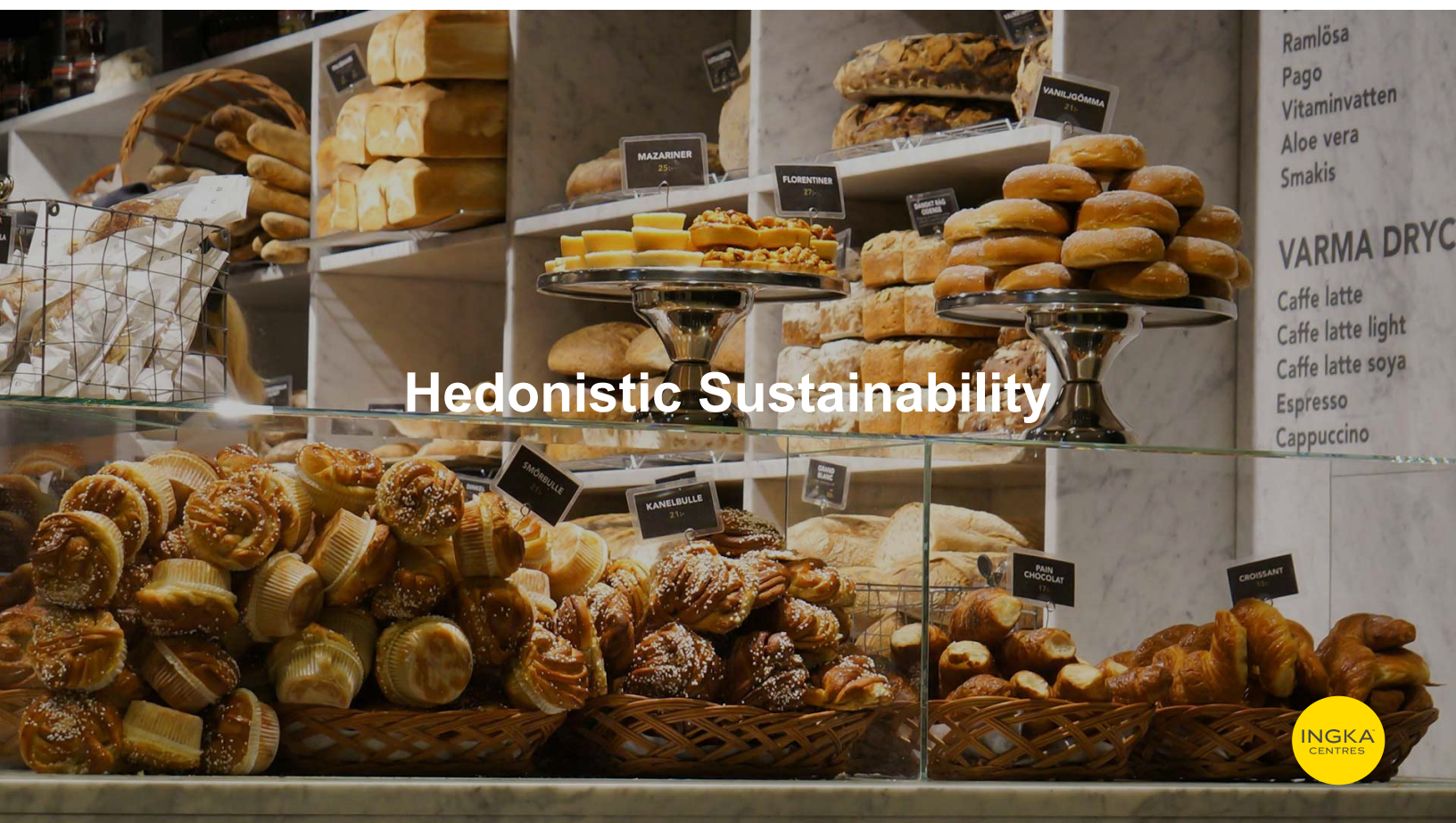
Where the many people meet

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## New Focus on Urban Areas



## Hedonistic Sustainability





# Manifesto

For the New Nordic Cuisine

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CENTRES

Photographer: Elina Leonova – Fotolia



80/60/40/0

APPROX

◇ 75ml

2oz ◇ 60ml

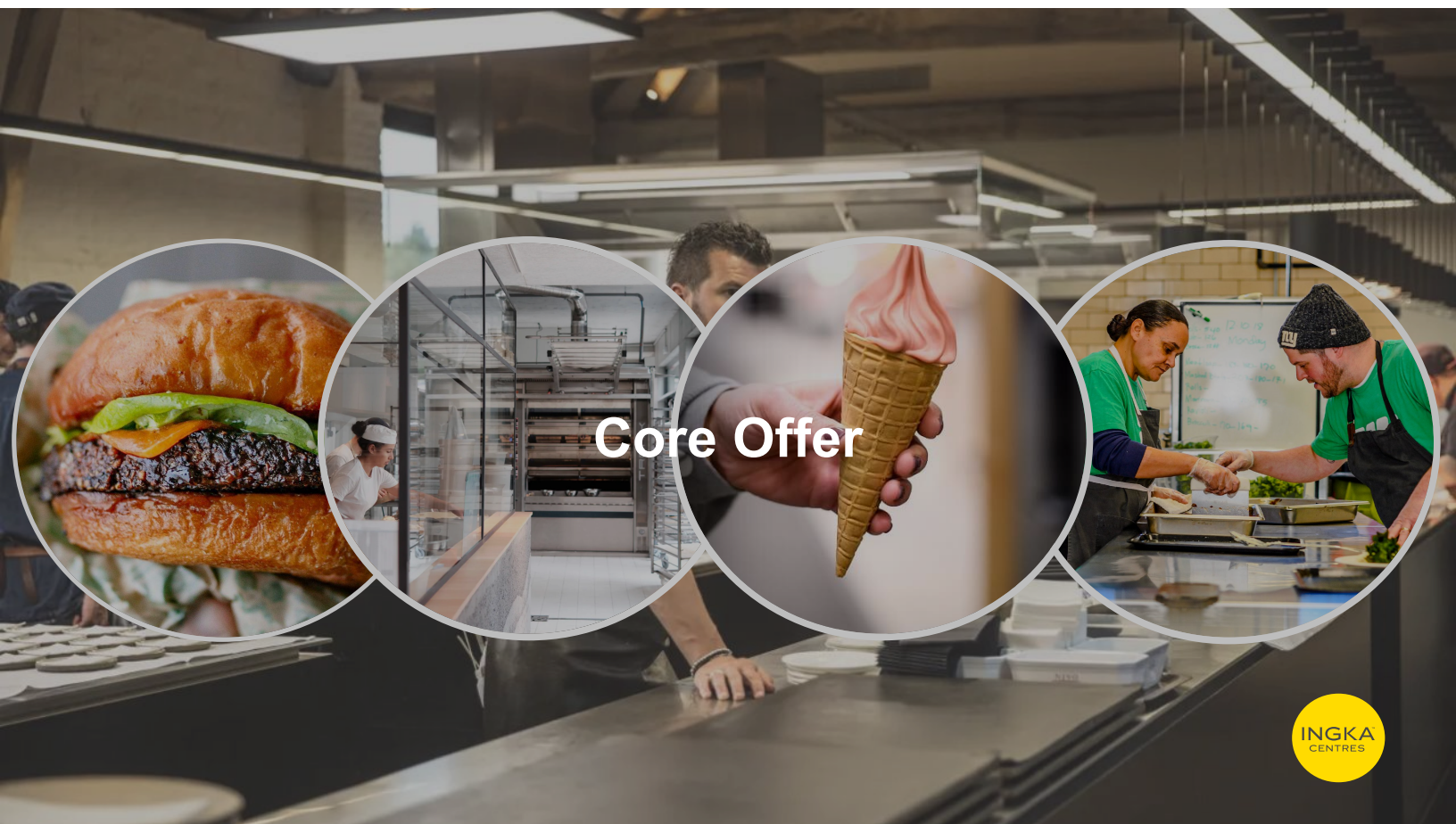
◇ 45ml

1oz ◇ 30ml

◇ 15ml

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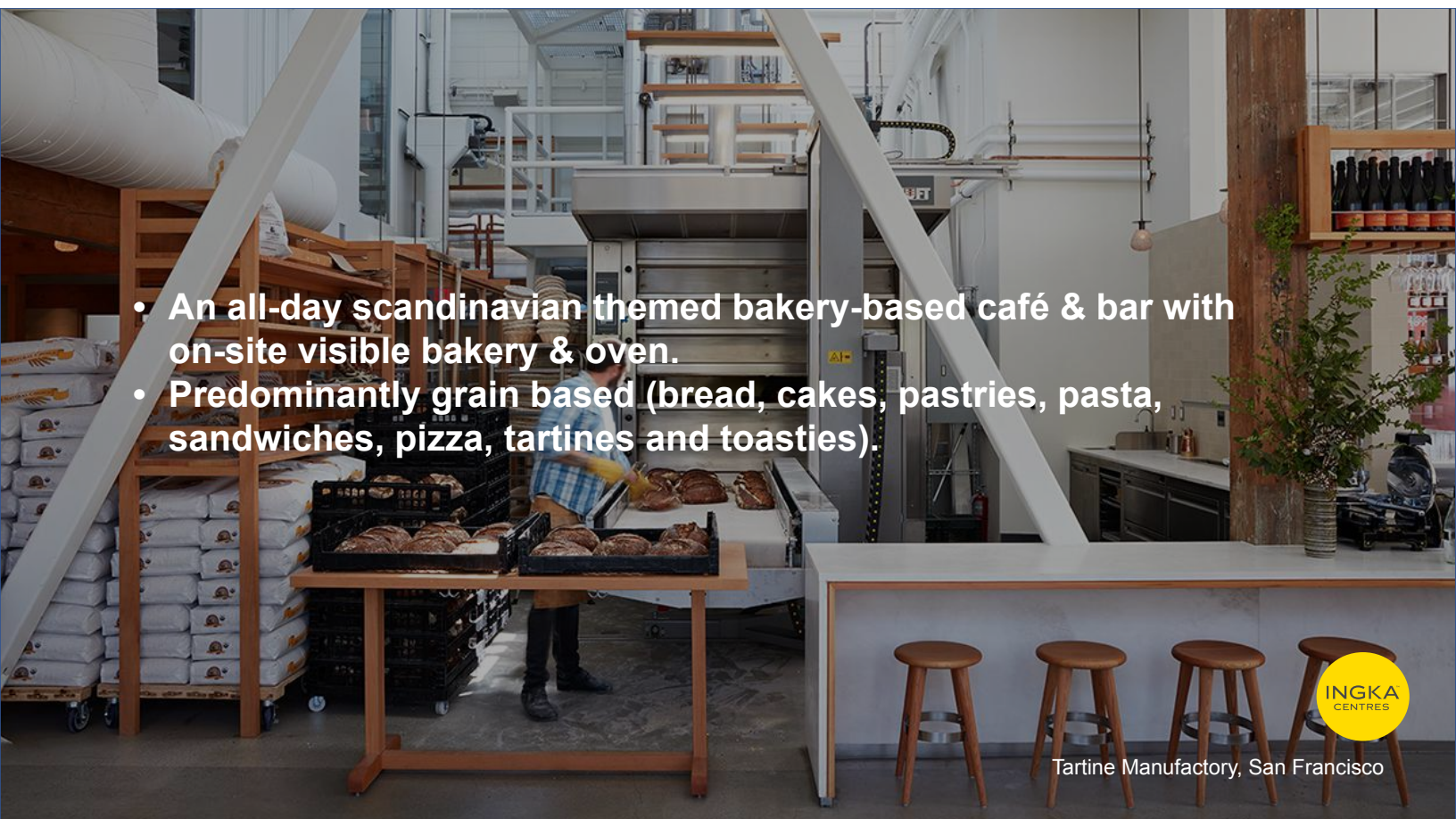




## Core Offer

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- An all-day scandinavian themed bakery-based café & bar with on-site visible bakery & oven.
- Predominantly grain based (bread, cakes, pastries, pasta, sandwiches, pizza, tartines and toasties).



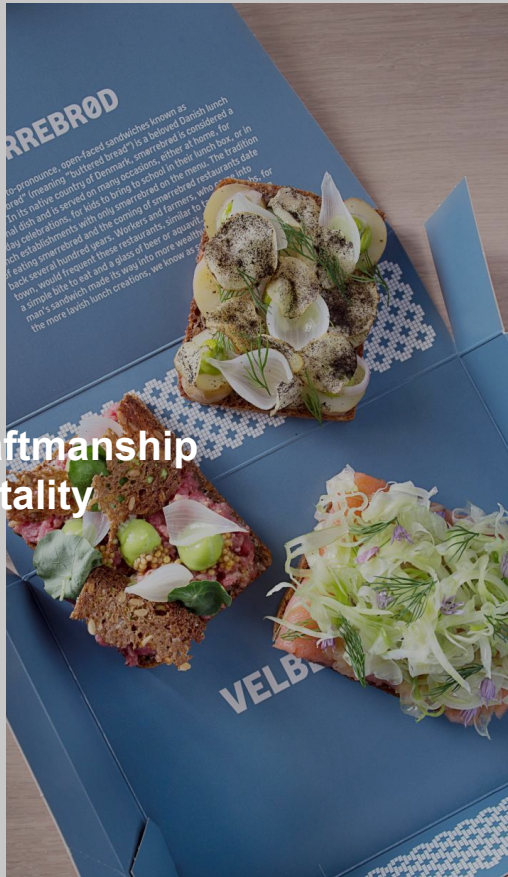
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Tartine Manufactory, San Francisco

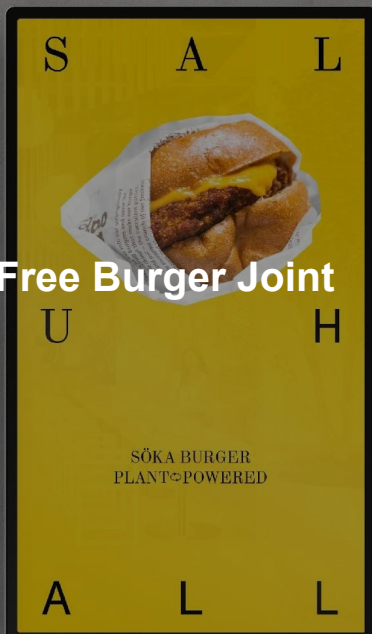




- Time & Space
- Uncompromised Craftmanship
- Unconditional Hospitality



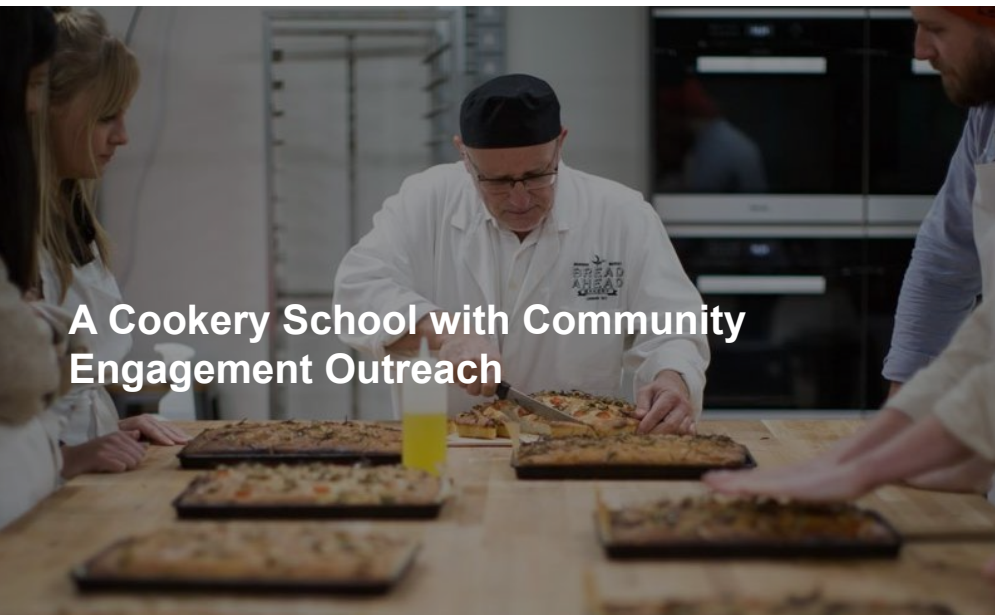
BURGER		
S	R	E
SÖKA CLASSIC		
Our traditional patty, cheese, pickles, lettuce, tomato, onion & ketchup.		
		\$5
SÖKA DOUBLE		
Double patty, cheese, pickles, lettuce, tomato, onion & ketchup.		
		\$7
SÖKA STACK		
Smashed double patty, cheese, lettuce, BBQ-sauce & mayo.		
		\$9
SÖKA CHICK		
Chicken patty, lettuce & mayo.		
		\$7
SIDES		
	REGULAR	LARGE
CLASSIC FRIES		
Choice of dip.		
	\$3	\$5
TRUFFLE FRIES		
Truffle dressing.		
	\$5	\$7
ZUCCHINI FRIES		
Light batter, choice of dip.		
	\$3	\$5
ONION RINGS		
Beer batter, choice of dip.		
	\$4	\$6



## A 100% Meat-Free Burger Joint







## A Cookery School with Community Engagement Outreach



## Local Offer



Photographer: Celeste Noche



Timeless Scandi aesthetic  
with a playful twist



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Reference images



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