

How do we make it easier for our customers to live a sustainable lifestyle every day?

At Žabka, we want to make it easier for customers to change their daily habits for the better, making sustainable choices obvious. We focus on supporting our customers in sustainable nutrition and leading a sustainable lifestyle, with respect for people, animals, and the natural environment.

Bearing in mind animal welfare, preserving biological diversity, and at the same time ensuring the sustainable origin of ingredients in the products we offer, we are implementing further policies to support us in these pursuits. Since 2023, we have allowed the sale of products containing only certified palm oil, thereby contributing to the protection of rainforests and wild animal habitats. Additionally, we have eliminated caged eggs from our range and introduced principles for the sustainable sourcing of raw materials used in the production of own brand products, including plant-based ingredients, as well as fish and seafood.

Our ambition is to inspire our business partners to undergo a similar transformation. Therefore, the premise of our policies is to require the implementation of principles defined by Žabka, further by stakeholders, such as franchisees, own brand product suppliers, and ultimately everyone in our value chain. All our actions focus on positive development in areas where we can make a significant change for the better.