

What is good nutrition all about?

Around 3 million customers visit Žabka every day. For most of them, healthy, rational eating is an extremely difficult, time-consuming, labour-intensive process, and at the same time, they are often confused. What is healthy, how much and what to eat?

Žabka has done this homework for them. Now, when we visit Žabka stores, we can find products of good nutrition on the store shelves. What are these products? When we are referring to good nutrition in Žabka, these are snacks, soups and main dishes, but also sandwiches, all of which are marked with Nutri-Score A & B. A food labelling system that makes it easier to navigate the store shelf and choose the most valuable products.

Good nutrition at Žabka also means clean-label products. This means we have removed from these products, or rather from their recipes, those ingredients our consumers do not want to see: artificial food colourants and preservatives. In a nutshell, they are made from ingredients that each of us can find in our fridge or kitchen cupboard.

Another group of good nutrition products are fortified products, meaning additionally enriched with nutritional value, as well as those that have so-called nutritional claims on their packaging, meaning additional nutritional value, for example, a high fibre content or a source of protein. Another group of good nutrition products in Žabka are vegan and vegetarian products. There are far too few vegetables and fruits in our daily diet. By choosing these products, we will be certain that we are supplying our bodies with the right amount of both. Now good nutrition with Žabka is simply tasty and healthy.