

Why is the Nutri-Score important?

When we first started thinking about the Nutri-Score system three years ago, we knew one thing: the customer is lost, struggling to choose in the maze of store shelves. It's similar to walking around a city you don't know. What then comes to the rescue? Navigation! The Nutri-Score system is similar. It is a navigation that helps customers make informed nutritional choices.

The Nutri-Score system is an official, science-based food labelling system on a colour-coded scale from A to E. It is based on the nutritional value of products, which is expressed in 100 grams or 100 millilitres. The calculation is based on the proportion of ingredients that have a positive impact, such as fibre, protein or fruit and vegetable content, and those that should be limited in the diet, such as salt, sugar, calories or saturated fatty acids.

Žabka has put the Nutri-Score system on its own brand products in 2022. We can find it on Shamamm, Plant Hunter, Dobra Karma or Foodini. At Žabka, we sell hundreds of grocery products every day, so we feel responsible for creating good nutritional habits. The Nutri-Score system is important because it is difficult to achieve the goal of nutritionally conscious eating without good navigation!