

How do franchisees minimise food waste?

At Žabka, every day we make an effort to avoid waste. We start with a thorough review of products, especially those with a short shelf life. As franchisees, we use the Žabka Assistant and Cyberstore, which help us monitor products and plan orders in a way that avoids overstocking while still meeting customer needs. Products nearing their expiration date are marked with a special sticker featuring a promotional price, making them easy to find. This encourages customers and delivers real savings.

What's more, franchisees cooperate with apps that offer the resale of food packages, ensuring that food ends up in a shopping basket rather than the trash. It's a simple way to minimise losses and reduce negative environmental impact, while customers enjoy surprise packages at a bargain price. These actions, taken every day by over ten thousand franchisees at Žabka, have a real impact on reducing food waste.