

How do franchisees support good nutrition?

At Żabka, a sustainable lifestyle is not just a pillar of our responsibility strategy – it's a daily practice, that we, as franchisees, actively co-create. Every day, by supporting customers in their choices, we can highlight our own brand products marked with Porcja Dobrego – featuring a high Nutri-Score, clean label, with rich essential nutrients, fortified or vegan options.

This way, nutritious food becomes not only accessible, but also naturally chosen. Through the Product Tester project, we take an active role in creating new dishes, getting to know them before they reach the shelves and advising customers based on our own first-hand experience.

Promotional campaigns for Porcja DobreGO! meals raise customer awareness, and franchisees benefit because informed consumers are more likely to choose products that are good for them – tasty, convenient and wholesome.

In our everyday work, we show that healthy choices are possible here and now, without compromise.