

Porcja dobreGO!

We make good nutrition easier.

170 own-brand label product marked with nutriscore A & B



Nearly 70% of Polish adults regularly buy ready-to-eat meals



+85% increase in sales of products with Nutri-Score A & B after launching the campaign



Approximately 3 million customers visit Żabka stores daily. Many associate good nutrition with complicated meal preparation. The 'Porcja DobreGO!' programme aims to change this perspective. Healthy and delicious food is now right at your fingertips, even in the category of ready-to-eat meals, which our research shows are purchased by 70% of adult Poles. Żabka recognizes this trend and aims to provide its customers with wholesome products that they can consume on a regular basis. With Żabka, consumers no longer have to worry about how to eat healthily and tastily, because we do it for them.

Jakub Malec
Sustainable Food Manager

The 'Porcja DobreGO!' programme aims to promote well-balanced foods and delicious meals that can be a quick solution for any time of day. It offers a wide range of ready-made meals and snacks, including popular classics as well as more exotic flavours. The initiative aims to show that good nutrition doesn't have

to be time-consuming or complicated. Customers can choose from 170 own-brand label products marked with Nutri-Score A & B. Additionally, special 'Porcja DobreGO!' signs appear on other own-brand products such as Szamam, Haps, Dobra Karma and Tomcio Paluch. Both labels allow customers to make

more conscious purchasing choices for themselves and their loved ones. Our efforts to promote sustainable nutrition have been well recognised, as the 'Portion of Good!' received the Sustainability Awards in the Commercial category.

