
Żabka again with the Retailer of the Year 2021 title

Awarded by suppliers in the Small-format Store category

Żabka was awarded the title of Retailer of the Year 2021 in the category of Small-format Stores. The award was presented during this year's European Circular Retail Congress, on April 6 at the Hilton Double Tree Hotel in Warsaw. The awards given thanks to the votes of companies cooperating with chains - their suppliers, are of particular importance to Żabka - as they are an expression of trust and recognition for satisfactory cooperation. For the awarded company, receiving such a distinction is always a great honor.

A small great store

Żabka has been awarded again the winner of the prestigious "Retailer of the Year - Selected by suppliers" competition for 2021. This is another prize in the Small-format Stores category awarded to the chain. The winners of this year's edition were announced on April 6 in Warsaw. The award was received on behalf of Żabka by Adam Manikowski, Executive Vice-President, Managing Director of Żabka Polska.

Suppliers' appreciation

The Retailer of the Year is a unique prize because it is awarded by suppliers. It is proof that suppliers consider the chain they have awarded to be a reliable partner and appreciate this cooperation. Awarding this prize to one chain many times is proof that it is worth cooperating with Żabka and it is the best possible recommendation for the chain from FMCG producers.

Żabka is a reliable partner

Żabka is the fastest growing modern convenience chain in Poland, currently with nearly 8200 stores across the country. Last year it opened 1100 new stores and has ambitions to make this year even better in terms of development. This would not have been possible without the chain's employees, franchisees, and suppliers, many of whom have been working with the chain for many years, valuing it as a stable, reliable partner that has proven its value for years - even in difficult pandemic times.

Retailer of the Year

The "Retailer of the Year - Chosen by suppliers" award is the only distinction in the Polish market awarded to retail and wholesale chains by their suppliers. The prize is awarded in five categories: The main prize - the retail chain of the year, Multifunctional networks, Supermarket, Discounts, Small-format stores, Wholesalers, and distributors.

In each edition, the "Retailer of the Year" prize is awarded based on research conducted by the renowned research company AC Nielsen.



Żabka Polska Sp. z o.o. is the owner of the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening more than 4000 new stores in 2016-21. About 15.5 million Polish consumers live no further than 500 m from the nearest Żabka store. As part of its responsibility strategy, Żabka has made commitments in the areas of good nutrition, services that facilitate sustainable life, the development of entrepreneurship, diversity and inclusive organizational culture, corporate governance, and decarbonization and circularity. More information about Żabka Polska at: www.zabka.pl. Link to the 2020 Responsibility Report: <https://raportodpowiedzialnoscizabka.pl/>

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