
Żabka Group named winners of the Foodtech Lab acceleration program

140 startups from 20 countries have taken part in the Foodtech Lab Acceleration Program, where the Żabka Group is looking for solutions that approach nutrition and its impact on the planet in an innovative way. The winners of the 1st edition of the program include SERio Vegetable cheese - vegan cheeses from lupine, BIO COOLS - cryogenic, vegan ice cream, NewGranny - functional coffee drinks with high protein content, Small Giants - protein, healthy snacks from insects and Fermentful - plant kefir taking care of the proper intestinal flora.

11 startups were presented during the Foodtech Lab final. Innovators from all over Europe met in Poznań to present their products and solutions. The project appraisal committee consisted of the members of the management board of Żabka Group - Anna Grabowska, Executive Vice President of the Management Board, Chief Commercial Officer (CCO), Tomasz Blicharski, Executive Vice President of the Management Board, Managing Director of Żabka Future and Adam Manikowski, Executive Vice President of the Management Board, Managing Director of Żabka Polska and representatives of the company's key divisions for the Foodtech area. In addition to the presentation and a short Q&A session, the final was also an opportunity to test the products evaluated.

– Foodtech Lab develops innovative food products that can help consumers make informed choices about good nutrition and sustainable lifestyles. We are pleased that the winning startups have the opportunity to develop their unique products within the convenience ecosystem of the Żabka Group. Building partnerships for positive change is part of our sustainable development strategy. It is thanks to them that we can enable our customers to change their daily habits for the better, both for themselves and the environment – says Anna Grabowska, Executive Vice President of the Management Board, Chief Commercial Officer (CCO), Żabka Group.

Further development of the winning projects

– Venture Studio works with startups that create innovative, unconventional solutions for retail. We pay attention to their alignment with our strategy and development perspective from the point of view of market trends. We are happy to share our resources, experience, and relationships so that young organizations can achieve great results in a shorter time, reduce the risk of failure, and get mentoring and training support. We provide experts who help startups validate ideas, develop a product, and launch it – says Karol Gajewicz, Head of Venture Studio, Żabka Group.

Each startup has different needs, which is why Venture Studio, operating within the Żabka Group, will prepare a tailor-made cooperation path for the winners of the Foodtech Lab program. Over the coming months, the winning startups will have to continue working to improve the projects submitted. The Żabka Group will support young companies in the development of products, offering, among other things, cooperation with its suppliers and experts, and implementing a test



implementation in selected areas. If the tests and the pilot are carried out successfully, the startups can count on long-term, commercial cooperation with the Żabka Group, and even the possibility of investment by the Group, friendly technology recipients, or public funds.

About the program

Foodtech Lab has been open to startups from all over Europe, offering ideas or finished products in the following categories: Innovative food products, Alternative protein sources, Lab-grown meat, Functional food, Packaging, Food waste management, Food processing technologies, Food production, and Consumer applications. For more information, see: <https://foodtechlabprogram.com/>

Finding innovative solutions for retail trade

The Żabka Group is constantly looking for innovative solutions, the implementation of which is aimed at accelerating the development of the convenience ecosystem. It does this through Venture Studio, whose task is to search for and attract to the organization modern solutions giving a new perspective to the whole Group. Projects are selected according to current business needs, taking into account the most important trends that stimulate the development of the retail industry not only in Poland but also in the world. The acceleration programs run by the Żabka Foodtech Lab, the Startup Impact Program, and the Żabka Future Lab provide significant support in this process.

For its search for innovation and contribution to the development of the Polish startup system, the Żabka Group was awarded in the second edition of the ranking of "CREATORS OF THE POLISH STARTUP SCENE", created by MamStartup in cooperation with PFR Ventures. The group was awarded a prize in the category "Organizations and Innovation", and the judges appreciated it for its strategy of supporting home startups through acceleration programs.

The Żabka Group was established in early 2021 and comprises: Żabka Polska - the largest business unit, bringing together the commercial area, Żabka Future - responsible for new investments, business development, and technological tools, and Strategic Leadership - three teams responsible for setting the directions of development of the entire Group through building consumer, personal and financial strategies. The Żabka Group also includes Maczfit, the leader of the dietetic catering market in Poland, and Dietly.pl, the leading e-commerce platform in this segment. The Group's goal is to create and combine convenient and responsible solutions in the area of convenience, which make everyday life easier for customers. The Group develops its activities in the area of social and environmental responsibility in a strategic way, integrating environmental, social, and corporate governance (ESG) factors with a business strategy. As part of its responsibility strategy, the Żabka Group has made commitments to, among other things, good nutrition, services facilitating sustainable life, the development of entrepreneurship, diversity and an inclusive organizational culture, corporate governance and decarbonization, and circular economy. Link to the 2021 Responsibility Report: [Żabka Group Responsibility Report 2021](#)

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