
Soup for the Road is now available - unscrew, heat and drink! Have it in a bottle!

More products under the Porcja DobreGO! (Portion of Goodness) programme in Szamamm private label

Soups are one of the Szamamm brand's most popular ready meals among Żabka customers. For years, the chain has offered several types of soups for self-heating. Now Żabka, as the first retail chain in Poland, is introducing a new, innovative product to the brand's portfolio - Zupa na Drogę (Soup for the Road) in a specially designed bottle that allows it to be heated without the need to pour it and on the spot - in the store. By purchasing the product, customers gain the ability to have warm soup wherever and whenever they want. All they need is access to a microwave oven.

– When creating our private label product offerings at Żabka, we always do our best to respond to current nutritional trends and consumer needs. We are the first in Poland to allow customers to buy soup in a handy bottle, which can already be heated up by a salesperson in the store. Zupa na Drogę (Soup for the Road) is an innovative 'on the go' product - the packaging has been designed in such a way that it can be effortlessly held in the hand, which makes it possible to freely consume it during everyday activities such as a walk or a break at work or university – says Elżbieta Noga, Innovation and NPD Director at Żabka Polska.

Unscrew, heat and drink!

Zupa na Drogę (Soup for the Road) Szamamm is available in a 330 ml bottle for PLN 7.99/unit, with Żabka mobile app: PLN 6.99/unit (until January 16, 2024). There are two flavours to choose from: tomato and pumpkin. The soups contain no preservatives or artificial colouring.

The only bottle in Poland allowing the product to be heated

The new Szamamm soups are available in specially prepared bottles made of heat-resistant polypropylene. These are the only bottles in Poland that allow the product to be heated in a microwave oven. Their launch was preceded by a series of meticulous tests and trials. A prototype was made using a 3D printer. The shape and dimensions were refined to make the final product as convenient to use as possible. A series of laboratory tests were also carried out to confirm that the bottle was suitable for direct food contact.

Szamamm product - another Porcja DobreGO! (Portion of Goodness!)

The "Porcja DobreGO!" (Portion of Goodness!) programme aims to promote well-balanced and tasty meals that can be a quick solution for any time of day, offering a wide range of ready meals and snacks. Szamamm is one of Żabka's private labels, under which the chain offers ready-made lunch dishes, with no added preservatives, in portions that are perfect all at once. They can be prepared in a flash, e.g. by reheating in the microwave oven and eaten comfortably at work or home. The range includes traditional dishes, such as soups, dumplings, pancakes or cutlets, as well as dishes inspired by world cuisines - from Italian to flavours of the Middle and Far East. Specially labelled meat-free variants are also available. More information about the brand:

<https://www.zabka.pl/tylko-u-nas/Szamamm>



Żabka Polska Sp. z o.o. owns the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening over 4,000 new stores in the years 2016-21. Over 17 million consumers live within 500 meters of the nearest Żabka. As part of its responsibility strategy, Żabka has made commitments to good nutrition, services to facilitate a sustainable life, the development of entrepreneurship, diversity and an inclusive organizational culture, corporate governance, decarbonization, and a circular economy. More information about Żabka Polska at: www.zabka.pl. Information about Żabka Group can be found at: www.zabkagroup.com. Link to the 2022 Responsibility Report: <https://zabkagroup.com/esg/>

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