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## More than 80 million hot dogs sold, 14 million paninis and 6 million crunchy snacks on offer #PROSTOzPIECA

### TOP 3 at Żabka Café in 2023

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Hot snacks, available at Żabka as part of Żabka Café, are hugely popular with customers. It was another year under the sign of hot dogs, with more than 80 million sold in 2023, including more than 1 million in limited variants, i.e. colourful variants appearing for different occasions. The second place on the podium, with more than 14 million sold, was taken by panini, and the third place was taken by crispy snacks from the #PROSTOzPIECA offer, of which more than 6 million were bought. Among these, crunchboxes, or products in sets, were the most popular.

– *The hot dog is certainly the favourite warm snack among Żabka customers, and we are the undisputed market leader in this category. We are also pleased to see growing customer interest in other products from our gradually expanding gastronomy offer under the #PROSTOzPIECA campaign. I am thinking here, among others, about casseroles, fries, churros or nuggets. By creating 'value innovation' in gastronomy, we serve meals of proven quality at an affordable price. Our mission is to democratise catering products, i.e. to make them accessible to literally everyone* – says Jerzy Roguski, Chief Officer for Commercial Affairs and Trade Development at Żabka Polska.

#### Hot dog from Żabka best in "blind" tests

During "blind" hot dog tests conducted in September 2023 as part of a survey of consumer preferences for these products, the hot dog from Żabka was rated best in terms of most attributes, including taste, smell and quality<sup>1</sup>. According to the respondents, its strengths are mainly: the crunchiness of the bun, the degree of seasoning of the sausage, its texture and meatiness. Żabka's flagship hot snack also received the highest purchase intention index - as many as 92 per cent of those taking part in the tests expressed a desire to buy it.

#### The favourite snack in standard, coloured and XXL versions

Hot dogs can be bought in all stationary Żabka shops, they are also on offer in seasonal outlets and mobile Żabka stores - during concerts and cultural events. In two stores (in Warsaw and Poznań) this snack is also prepared by Robbie the robot. Żabka's customers can try a dozen or so different flavour combinations of the hot dog, choosing the type of sausage and sauce they like and, if they are hungry, they can choose an XXL version of the hot dog. They can also choose unique, colourful hot dogs, which appear in the chain's stores as part of temporary offers. These already include the Black Dog, a limited black version of this warm snack prepared for Black Friday, the pink Love Dog for St. Valentine's Day, the Summer Dog - a "sunny" version for summer or the purple Prymus hot dog, offered in the first days of September.

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<sup>1</sup> Survey "Hot dog evaluation", carried out on 25-30.09.2023 by J. S. Hamilton Poland on a total sample of 300 people - hot dog consumers.



### **Crispy panini full of toppings**

Several variants of the delicious panini are available at Żabka Café, such as those with mushrooms, chicken, cheddar cheese or ham and jalapeño. The palates of fans of this crunchy snack have also been conquered by novelties in 2023: the panini Italiano, with sun-dried tomatoes, mozzarella cheese and chicken with basil sauce, and the mushroom panini with aromatic mushroom sauce, cheddar cheese and roast bacon.

### **Żabka the leader of the gastronomy offer in Poland**

Żabka is the largest chain of food outlets in Poland. Its offer includes not only hot dogs and paninis but also pizza wraps and many sweets - from croissants to yeast cakes, donuts and doughnuts. In more than 3,000 selected Żabka shops, crunchy snacks from the #PROSTOzPIECA offer are also available: casseroles, fries, churros, nuggets, chicken pops and chicken strips, as well as products in sets: crispbox nuggets with fries, crispbox chicken pops with fries and crispbox strips with fries. There is also no shortage of hot coffee and other hot drinks.

More information about the offer can be found at: <https://www.zabka.pl/zabka-cafe>

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**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](http://www.zabka.pl). Information about Żabka Group can be found at: [www.zabkagroup.com](http://www.zabkagroup.com). Link to the 2022 Responsibility Report: <https://zabkagroup.com/esg/>

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