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## **Froo has now opened its 20<sup>th</sup> store in Romania!**

### **New location with a unique consumption area**

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**Froo Romania Retail S.R.L, a company of the Žabka Group, opened a unique Froo store in Bucharest this August, offering a wide range of snacks and beverages and a special food and beverage area. This is the 20<sup>th</sup> and largest store under the Froo banner in Romania. 19 stores operate in Bucharest and one in Pitesti. All of the chain's outlets operate under the formula of business partnerships with local entrepreneurs.**

The newly opened Froo store is located at Bulevardul Iuliu Maniu 7, near the Politehnica University of Bucharest (Universitatea Națională de Știință și Tehnologie POLITEHNICA București) and the Politehnica metro station. You can not only do some quick shopping on your way, e.g. home but also sit down comfortably and have a warm snack. In addition, the store offers cool drinks straight from the fridge, ice cups to chill drinks and freshly ground aromatic coffee. Tables are also located on the outdoor terrace.

The outlet has a spacious sales area of more than 120 m<sup>2</sup>. The product range has been expanded by approximately 20% compared to the range available at Froo's previous locations. The store offers a wide range of products, including chilled beverages. Two coffee machines are available for customers, and hot crispy snacks such as paninis, crispboxes and casseroles are served straight from the oven. The store is open daily during standard hours, i.e. from 6 am to 11 pm.

During the store's grand opening, customers were able to take advantage of several promotional activities, prepared in the formula of a summer street-food picnic "on the go", with tastings of private label products and a so-called afternoon froolette, in which hot snacks from the Froo Bistro range were up for grabs.

### **Everything you need can be found at Froo**

*– We are committed to supporting local entrepreneurs, which is why Froo stores operate on a business partnership model. For many, this can be a good idea for running their own business. We provide our store partners with premises and stocking, as well as technical support. Each location is analysed in terms of its attractiveness to customers, but also logistics and growth potential. Since May this year, we have already launched 20 Froo stores - 19 in Bucharest and one in Pitesti. We are expanding the chain and planning further openings in different locations – says Radu Trandafir, General Manager, Froo Romania Retail S.R.L.*

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Froo are modern convenience stores equivalent to the Żabka stores operating in Poland. Over 80% of the assortment comprises well-known and well-liked Romanian brands and international brands from Romanian suppliers. The offer also includes products from well-known Polish brands and local private labels such as Tommy Bites sandwiches, Good Soul lunch products and Foodini liquid snacks. Under the Froo Bistro banner, a wide range of hot snacks, such as hot dogs and fries, and coffees are also available in all outlets. The offer is designed for customers who want to quickly satisfy their hunger and thirst on their way home, to work or to school.

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