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100 stores in 12 months - Froo is growing!

Froo, modern convenience format developed by Zabka Group, has opened its 100th store in Romania — just 12 months after entering the market. This milestone confirms Froo's dynamic growth and its fast-rising position in the Romanian retail landscape.

Warmly welcomed by customers, recognised by partners, and appreciated across the industry, Froo has quickly earned a reputation as a inovator, modern, and customer-focused retail concept. The brand's distinctive look & feel – clean, sleek, airy and bright green – reinforces a shopping experience centred around one-stop shop addressing customers' needs throughout the day. This growing appeal is reflected not only in the expansion of the network but also in the enthusiastic response from consumers who have already enjoyed over 1 million hot dogs and over 600,000 coffee cups since launch!

– In just one year Froo has grown to 100 stores. It's a milestone that reflects the strength of our ambition and the dedication of our exceptional teams in Romania and Poland. We're grateful to all our partners and suppliers who believe in our mission and grow with us. While we're proud of what we've achieved, we know this is just the beginning. We remain committed to learning, evolving and building a long-term presence on the Romanian market – says Anna Grabowska, EVP Żabka Polska, Managing Director Żabka International.

Through a business partnership model, individuals have the opportunity to run their own Froo store with the full support of an experienced team, systems, and processes. The brand also actively supports existing independent retailers who choose to transition their stores to Froo format — offering them access to a proven concept and strong operational know-how.

– As a Froo business partner in Romania, I've seen firsthand how the right mix of independence and collaboration can drive success. Running my own store with the support of a passionate team has been an incredible journey and reaching 100 stores is only the beginning – says Catalin Pesu, who runs Froo store in Bucharest.

Since entering the Romanian market, Froo has been opening one store every three days, with locations now in Bucharest, Pitești, and Constanța both in city centres and residential areas. The multifunctional stores combine grocery essentials and ready-to-eat meals with in-store Froo Bistro concept offering quality coffee, hot snacks like pizza, panini, sweet pastry as well as exclusive private label products. The offer reflects local preferences, with over 80% of the assortment coming from well-known Romanian brands. This idea is captured in Froo's promise: "Tot ce vrei tu în fiecare froo" – "Everything you need, in every Froo". Froo Romania is supported by DRIM Daniel Distribuție, ensuring efficient and reliable logistics across the chain.

More about Froo: <https://froo.ro/>

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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 as well as support residential areas with everyday convenient and fast shopping.

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