
Żabka celebrates opening of 12,000th store in Poland

Żabka has reached another significant milestone in its history with the opening of its 12,000th store in Poland. The new outlet, located at 20A Grzegórzecka Street in Kraków, officially opened its doors on 27 October 2025. This development marks another important step in the company's dynamic growth, as Żabka aims to open 1,300 new stores annually by 2028.

For 27 years, Żabka has been consistently developing the convenience store format in Poland, offering customers fast and practical solutions designed to save them time. Today, the network collaborates with over 10,000 franchisees and continues to expand at an impressive pace. Żabka is not only the market leader in the convenience segment but also one of Poland's most recognisable and trusted brands—constantly adapting its offer to meet the evolving needs of both consumers and entrepreneurs.

– „The opening of our 12,000th store carries great symbolic value for us. It confirms that our convenience model continues to meet the expectations of today's customers and franchisees alike,” said Adam Manikowski, CEO of Żabka Polska business unit. “It's a testament to the consistent execution of our strategy, which positions us at the threshold of even faster growth. Earlier this month, we announced our plan to open 1,300 new stores annually by 2028. Żabka today is far more than just a store – it's a meeting place. The new Kraków store reflects the kind of innovation we're implementing in response to the real, everyday needs of our consumers,” he added.

The new store embodies the defining features of the Żabka format: proximity, convenience, and comprehensive services – combined with new gastronomic and technological solutions. Customers will find a wide selection of groceries, fresh snacks and beverages, as well as convenient services such as parcel collection, bill payments, and public transport ticket purchases. This particular store also introduces a unique feature: a professional pizza oven with chamotte stone baking surfaces, ensuring a perfectly crisp texture. The double-deck oven allows up to four portions to be prepared simultaneously, reducing waiting times and optimising the customer experience, even during larger orders.

The franchisee of the 12,000th Żabka store is Dmytro Mykhalchuk, who describes the opportunity as both a professional challenge and the beginning of an exciting new journey. Supported by Żabka through comprehensive training and a dedicated sales partner, he successfully launched the store in Kraków.

– “This is a new experience for me and an incredible source of satisfaction. I'm proud to be part of such a milestone project – and even more so that it's happening here in Kraków, a city full of history, energy, and people who truly appreciate good food. I hope everyone who visits the store will want to return,” said Dmytro Mykhalchuk, franchisee of the Żabka store at 20A Grzegórzecka Street in Kraków.



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Żabka continues to expand its presence across Poland, serving both major cities and smaller communities. Its franchise model supports local entrepreneurship by providing partners with comprehensive business solutions that enable quick and efficient market entry. Franchisees are offered a fully equipped, ready-to-operate store—complete with stock, fixtures, and fittings—as well as access to modern digital tools and ongoing operational support. As one of the largest convenience chains in Europe, Żabka empowers thousands of entrepreneurs to run their own businesses within a proven model—combining local expertise with the strength and experience of a national brand.

The Żabka Group is the Ultimate Convenience Ecosystem with a mission to create value by simplifying people's everyday lives.

The Group serves a growing number of consumers who are looking for convenience and promotes a responsible approach towards products, packaging, customers, franchisees, suppliers and the broader environment.

Żabka Group's ecosystem encompasses Poland's leading convenience retail network, which comprised 12,000 franchised stores. It is complemented by a chain of unmanned, autonomous outlets operating under the Żabka Nano banner, enabling customers to shop 24 hours a day, seven days a week. The Group also has an advanced, continually evolving digital customer offering. Its Maczfit operation delivers restaurant-quality prepared meals to consumers seeking convenient and healthy food, while Dietly is the leading online D2C meal solutions marketplace. The Group's eGrocery business is operated through two brands: Jush! and Delio. In 2024 Żabka Group entered the highly attractive Romanian market by acquiring DRIM Daniel Distributie, a leading FMCG distribution company. It also launched a new modern convenience store chain in Romania under Froo brand.

Since October 2024, the Company's shares have been listed on the Warsaw Stock Exchange (Giełda Papierów Wartościowych w Warszawie, WSE).

Media contact:

Press Office

e-mail: biuro.prasowe@zabka.pl

Mobile: +48 514 877 509