

Żabka has opened its 13,000th shop. This modern unit is situated in an iconic Warsaw complex

Żabka has reached another milestone – on September 8 of this year, the chain opened its 13,000th store. The two-level store, located in Warsaw's Wars Sawa Junior Department Store, combines a modern shopping experience with a space designed to meet customers' everyday needs, offering extensive dining and coffee areas perfect for relaxation and socializing. To celebrate the opening, new products have been added to the chain's menu, including a brand-new burger.

Żabka's growth is not only reflected in the increasing number of stores, but also in the creation of modern concepts that address customer needs and the specific characteristics of individual locations. One example is the new store at 104 Marszałkowska Street in Warsaw, at the intersection of Widok Street and Pasaż Wiecha. The two-level store, opened within the Wars Sawa Junior Department Store complex, reflects an approach in which the chain focuses not only on further expansion but also on qualitative growth and the creation of new shopping experiences. Żabka was designed as a multifunctional space combining retail, dining, services, and modern technologies, fitting seamlessly into the rhythm of life in a modern city.

- 13,000 stores represent not only scale but also proof of the effectiveness of our business model. We are consistently developing Żabka as a modern ecosystem that combines retail, food service, services, and technology. We invest in innovative formats and solutions that respond to changing consumer needs and enhance the shopping experience. In this way, we strengthen our accessibility and create value for customers and franchisees - says Adam Manikowski, CEO of the Żabka Polska business unit.

The new store, with a total area of over 170 square meters, will be managed by Piotr Jaworski, a long-time Żabka franchisee, who will now focus on developing the new store. *- Marszałkowska Street is a location with enormous potential, but it's also challenging in terms of running a business. I believe that my experience at Żabka so far will allow me to fully capitalize on this potential. I'm not only a franchisee but also a food service trainer, and the new store will stand out thanks to a very extensive food service area and modern technology rarely found in this type of establishment. I am convinced that the location will also be a major asset for us – says franchisee Piotr Jaworski.*

Shopping, Dining, and New Products

The store's interior was designed with customers' specific shopping needs in mind. On the ground floor, in addition to traditional shopping, customers can enjoy a well-stocked food court offering hot snacks, including casseroles, wraps, nuggets, and pizza by the slice. The offering is complemented by an automated self-service area where customers can heat up snacks, soups, and instant meals on their own. To accompany their meal, they can choose from a variety of self-serve beverages, delicious coffee, and a new addition – matcha. The area also offers many other services, such as self-service printing and power bank rentals.



In addition, to celebrate the opening of its 13,000th location, Żabka has prepared a special offering – the Chrupczak burger. It's a juicy chicken fillet in a crispy coating, served on a soft bun with two sauces: Tokyo (sweet chili sauce with mayonnaise) and Classic (BBQ sauce with mayonnaise), as well as a customizable version – with any two sauces of your choice.

What sets the store apart are its modern digital solutions, including Europe's first transparent LED screen designed for outdoor display. Thanks to its high quality and transparent design, it allows for striking, three-dimensional displays without restricting light from entering the premises.

Relaxation, entertainment, artistry, and constant innovation

The heart of the upper level is the café area, where customers can enjoy a cup of coffee – which tastes best with a sweet treat, such as a pastry or a dessert in a jar – ideally enjoyed at the tables with panoramic views of the capital's city center or in a more intimate section of the room. The upper floor also features a well-equipped gaming area, offering, among other things, virtual competitions and cell phone charging.

The decor on the ground floor and upper floor is complemented by large-format artwork by Marcin Czaja – a graduate of the Academy of Fine Arts in Kraków and a renowned mural artist – created specifically for the opening of the 13,000th Żabka. As the artist himself notes, he sought to capture the rhythm of the contemporary city in a dynamic yet harmonious way. The artist's intention was to highlight the character of the store, where convenience, accessibility of services, and a diverse selection blend seamlessly into the rhythm of life in a modern capital, with everything you need right at your fingertips.

This is the latest installment in the Żabka Group's collaboration with the art world. In recent years, the organization has carried out, among other projects: "Convenient and Responsible: The Art of Inspiration" with Jagoda Szymkowiak and Rafał Szczepaniak, as well as a partnership with the AMS Poster Gallery Competition - initiatives promoting artists and designers associated with the Żabka brand. This year, Żabka is also holding the second edition of the Poster Contest, continuing its efforts to support young artists and promote art in public spaces.

The Żabka Group is a comprehensive convenience ecosystem whose mission is to create value by simplifying customers' daily lives.

The Group serves a growing number of consumers seeking convenient solutions, while promoting a responsible approach toward customers, franchisees, suppliers, and the broader environment, including a commitment to the sustainable use of products and packaging.

The Żabka Group's ecosystem includes Poland's leading modern convenience retail chain operating under the Żabka brand, as well as the Froo chain operating in Romania. These are complemented by a network of unstaffed, autonomous stores under the Żabka Nano brand, which allow customers to shop 24 hours a day, any day of the week. As of the end of July 2026, the entire network comprised 13,159 stores.

The Group also offers an advanced, continuously evolving digital portfolio. Its Maczfit brand, created for people seeking a healthy yet convenient diet, delivers restaurant-quality ready-made meals directly to customers' homes. The Dietly platform, in turn, is a leading comparison site for diet catering providers. The Group also operates in the online grocery shopping sector through the Jush! and Delio brands.



Since October 2024, the company's shares have been listed on the Warsaw Stock Exchange..

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