
Żabka Nano starts cooperation with fitness club

Żabka Nano is currently the largest chain of autonomous stores in Europe, which constantly surprises customers with new partnerships and locations. As part of the development of the concept, the first unmanned Żabka Nano was launched at the fitness club Zdrofit Bemowo located at 303 Squadron Street in Warsaw. It is a pilot collaboration between Żabka and the largest chain of fitness clubs in Poland, belonging to the Benefit Systems Capital Group.

– Żabka Nano is very flexible, so we can open more autonomous facilities in almost any location. The collaboration with the fitness club network Zdrofit allows us to further improve the concept and be even closer to customers. I believe that sports and active lifestyle enthusiasts will appreciate how quickly and intuitively they can shop in Żabka Nano: no checkouts, queues, or cash – says Paweł Grabowski, Head of Unmanned Solutions at Żabka Future.

The assortment in Żabka Nano at the Zdrofit fitness club has about 300 products. Customers can choose from healthy and nutritious snacks, ready meals, and drinks, which will be ideal as a meal before, during, or after training. The offer of the facility includes among others. products of Żabka private labels, including among others, Szamamm ready dishes, Tomcio Paluch sandwiches, Foodini liquid snacks, Wycisk juices and lemonades, and freshly ground coffee from the coffee machine. The offer will also include products from the portfolio of Maczfit being part of Żabka Group, i.e. balanced lunches, salads, and desserts that provide a healthy and tasty alternative to canteens and fast-food restaurants. During the pandemic restrictions, only a single person will be allowed to stay into Żabka Nano at the same time.

– By developing the Zdrofit Fitness Club chain, we focus on modern infrastructure and innovative solutions, so we are glad that Zdrofit is the first sports facility in Poland with an unmanned Żabka Nano store. As a pilot, our club in Bemowo, Warsaw, will be enriched with a practical solution, facilitating users' access to healthy snacks, drinks, and necessities. I am convinced that our club's customers will appreciate the new facility, providing quick and easy access to the offer of Żabka Nano – says Tomasz Groń, Managing Director of Benefit Systems Fitness Division.

Żabka Nano at the Zdrofit Fitness Club uses an innovative method of authorization and payment for purchases, implemented in cooperation with Adyen. Access to the facility is possible using a payment card - the customer holds it in front of the terminal before entering Żabka Nano. On the first visit, the customer gives the phone number to which they will receive an SMS about the purchase confirmation. When they do this, the door will open automatically. Once the customer is inside, the shopping will only take a moment - they just take selected products off the shelf and leave. The camera system installed in Żabka Nano, using among others algorithms of machine learning, will recognize the products removed from the shelves, charge the appropriate amount, and then automatically finalize the payment using the payment card used at the entrance to Żabka Nano. The system does not identify customers, nor does it remember the image, which guarantees full privacy and security.



Unmanned Żabka stores are part of Żabka Future Business Incubator, which combines three elements: managing and searching for innovations, transforming them into new products and services, and commercializing them. There are currently 26 Żabka Nano stores in 6 cities in Poland. The project also fits perfectly with the strategy of the Żabka Group, which assumes the implementation of actions aimed at maintaining climate neutrality - Żabka Nano uses only the equivalent of green energy for its activities.

Żabka Polska Sp. z o.o. is the owner of the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening more than 4000 new stores in 2016-21. About 15.5 million Polish consumers live no further than 500 m from the nearest Żabka store. As part of its responsibility strategy, Żabka has made commitments in the areas of good nutrition, services that facilitate sustainable life, the development of entrepreneurship, diversity and inclusive organizational culture, corporate governance, and decarbonization and circularity. More information about Żabka Polska at: www.zabka.pl. Link to the 2020 Responsibility Report: <https://raportodpowiedzialnosci.zabka.pl/>

Żabka Future – is one of the organizational units that comprise the new management structure of Żabka. Żabka Future teams are responsible for the search, creation, and development of technological and system tools for the future. This area reports to Tomasz Blicharski, EVP, Managing Director of Żabka Future.

Zdrofit is the largest chain of fitness clubs in Poland belonging to the Benefit Systems Capital Group. Zdrofit has been promoting healthy movement based on prevention, safety, and accessibility for years. According to the brand-promoted philosophy, physical activity in clubs of the chain is available to anyone who wants to take care of their health, regardless of age, figure, and degree of training. In selected clubs, there are also Zdrofit Zdrowe Miejsce Medical Centers, where you can use the services provided by physiotherapists. Zdrofit also provides solutions in the form of online training on the training platform Yes2Move.com, currently bringing together over 1000 training courses conducted by nearly one hundred specialists and experts on physical activity and a healthy lifestyle. For more information on the chain, visit www.zdrofit.pl

Media Contact:

Press Office of Żabka Poland

e-mail: biuro.prasowe@zabka.pl

tel. +48 514 877 509

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