

# 15 SALATERIA SOUPS & SALADS

**Type:** Take away/online/ meal delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

Innovation, healthy, sustainable, ethical, menu planning, salt and sugar reduction, affordable price, good taste, local sourcing, short supply chain. Their mission is to give a new touch to fast-food! Freshness of no compromise. Perfect combination of quality and taste. They want to build better eating habits, of more fresh salads and soups and to demonstrate fast-food can be healthy. As they have imagined it - with love for food, attitude to detail and uncompromising selection of all raw materials. They offer purified water from the water purification system. With the system they offer you clean, fresh and first quality "spring water", thus avoiding the use of plastic, residues and heavy metals. They make delivery within the working hours of the restaurant throughout the territory of Sofia city.

## About

The idea for Salateria was born in 2014 by two true lovers of quality delicious food. Drawing from their experience of their "gourmet" travels in different parts of the world, they learned to distinguish fresh food, that prepared with care and attention to each ingredient, from the mass supply of semi-finished products in "modern" packaging. Therefore, they set out with the task of creating a place that offers customers the food that they themselves love and look for, but in a convenient manner to suit today's hectic lifestyles.

## Sustainable

These Culinary enthusiasts embody their idea to prepare tasty and fresh food from ingredients with pure origin – mainly organic products are selected as well as those with Bulgarian or regional origin. The menus are prepared with optimal fresh products and with with minimum or friendly thermal treatment, in order to preserve the living microelements and vitamins. They use eco-friendly packaging and make all efforts to avoid food waste.

## Healthy

Salateria offer home-made soups, fresh salads and fresh beverages all focused on promoting healthier eating habits. They serve smaller portion sizes and spring water. They are conscious of the obesity crisis and aim to reduce or eliminate sugar, salt, saturated fat, and artificial trans-saturated fat content in their foods. Their approach to cooking in minimal interference in order to keep the maximum benefits of all fresh products. They only use ingredients that they would use in their own home kitchen and avoid artificial stocks and broths and source their ingredients locally and from organic sources when possible. Their website blog informs their customers of the health benefits of what they serve and the reason why they use certain ingredients.

## Ethical

The Salateria, strive to educate and innovate the fast-food industry by preparing and serving healthy alternatives to help deal with the obesity crisis in Bulgaria.

## Dietary requirements

All dietary requirements are catered for at Salateria. They consider vegan and vegetarian options as well as dishes suitable for those suffering from diabetes and requiring coeliac friendly options.

## Use of technology

They use technology to inform their customers of their offerings and to educate them in relation to good food and nutrition. They have also adapted their website to cater for online sales and food deliveries as a result of the pandemic. They offer cashless transactions in store and online and have starting using the Foodpanda platform to operate their delivery service. Foodpanda is a platform for online food ordering and a site which connects users with more than 1000 restaurants in 23 Bulgarian locations.

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