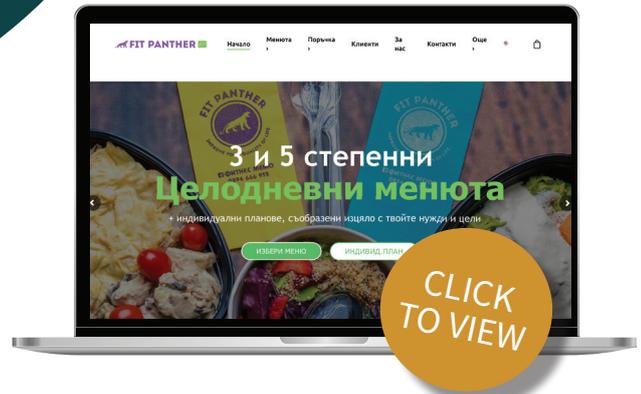


# 17 FIT PANTHER

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



## Why it is a good practice?

Fit Panther's mission is to improve quality of life. They deliver high-quality food made from selected and organic products and deliver it ready for consumption to the home, office, or wherever a client wants, within the city of Sofia five days a week. Fit Panther is a healthy kitchen, offering lunch and full-day menus, tailored to the personal needs of their busy customers and in doing so are promoting health in an innovative way and via online platforms, demonstrating how digitalization can help with a business's sustainability and goals.

Healthy drinks such as fresh Smoothies, juices, tea, and other detox drinks, supplement their menus by giving more vitamins, minerals and vital energy throughout the day. The company uses the cleanest, highest quality ingredients in all their offerings, and they do not compromise on anything! They are conscious of salt and sugar content. People are happy because they get healthy food, a varied menu, their kids can eat it too and they are able to lose unwanted weight that they had plagued them for years. People are satisfied and feel better in their daily life.

## About

Fit Panther-Healthy Kitchen was established by Nikolay Petrov and his goals are to provide nutritious food to the community to help them become healthier and to detox their bodies. Nikolay has worked in sports and fitness for over 20 years and is a graduate of the National Sports Academy, where he is currently specialising in dietetics. His mission is the removal of foods with preservatives, palm oil, artificial improver, colouring and other harmful foods, and substances that catalyze negative reactions in the human body. His kitchen does all the hard work so that their customers don't waste time shopping, cooking or cleaning but can enjoy nutritious and healthy food with their family or colleagues and give themselves more time for their favourite activities. All their menus have an exact number of calories and nutritional value and have something to suit all taste preferences for their customers. The kitchen has a personal fitness instructor and consultant who will prepare individual diets according to height, weight and motor activity. Fit Panther has also Health food store.

## Ethical

This is a SME that promotes healthy eating and nutrition. They value a responsible food chain and follow ethical sourcing and eco-nutrition practices. They have implemented a consumer information strategy and have committed to correct product labelling. By partnering with and donating to local food banks they exhibit their social responsibility. Their food is extremely diverse, and they cater for all requirements, but their use of traditional recipes is keeping the local culinary heritage alive.

## Healthy

The kitchen has a team of real professionals. They offer healthy, high alkaline menus rich in micro and macronutrients, balanced eating plans using selected foods with the correct quantities of proteins, fats and carbohydrates. We have menus for weight loss, muscle gain and weight maintenance.

## Sustainable

Fit Panther completely changed its look by switching to paper packaging and 100% Compostable or BIO degradable cups made from Plants. They also made the decision to use glass bottles, to reduce plastic in their business.

## Dietary requirements

They offer individual healthy and nutritious plans that are fully tailored to a person's needs, goals and taste preferences. All menus are specially selected and balanced with considered combinations for better absorption and balance of the body. They also use highly alkaline and super foods. Individual nutrition plan.

## Use of technology

Their business is predominately operated via an online platform where their customers receive information and can order their choices to be delivered to their selected location within the city of Sofia. They offer cashless transactions and allow for phone orders.

## Follow Fit Panther's story

