

Type: Take away/online/ Meal delivery
Country: Sofia, Bulgaria



Why it is a good practice?

This is an innovative company where health and the benefits of a healthy diet are key values. Fitmeal's main goal is to offer high quality food that meets their customers' needs and requirements and instils the message that good food can be healing and delicious. They spread this message through several projects they are involved in. MS-I can do it for myself project is one where they plan menus with no saturated fats. These plant-based menus are specifically focused for those suffering from MS, Heart disease and Autism. Then are also involved in several Fitmeal-kids projects. One is food deliveries to participating kindergartens & schools to ensure that the children are eating well considered, balanced meals. Another is based on Chef Jamie Olivier's' Food Revolutions in schools, where they educate the children in the classroom as to what is nutritious and how to make it, in the hope of changing their perspective and detaching them from the shiny wrappers of processed foods. In operating under projects like this they are creating a sustainable business but also providing for a sustainable future via the health of the community and their children.

Healthy

FitMeal's ethos is centred around health and wellness. All their dishes contain valuable and beneficial products for the body - fruit, vegetables, legumes, pure meat and whole grains and super foods. Each project they work on includes menus containing a healthy balanced meal with main course, soup or salad and dessert whether for adults, those with health needs or children. They are constantly working to promote healthy eating and eating habits especially from a young age.

Daily FitMeal menus are designed to make it easy for all - regardless of their age, gender or occupation. Each dish is made from pure products, without preservatives, flavours or enhancers. The processes of preparation and heat treatment of food stuffs is minimal. Among the daily FITMEAL menus, anyone can find the most appropriate option for themselves, thus making it a pleasure to maintain a balanced diet and maintain good form and health. Questionnaires with nutritionist to define the relevant menu are used.

Sustainable

The company demonstrates their values in terms of waste reduction and a circular economy. The food packaging used is eco-friendly. They consider all aspects of those in their community and show evidence of protecting them through improving health and diet, from children at a young age, to expectant mothers, to those with health conditions needing dietary help and guidance.

Ethical

FitMeal is a great example of a SME who's ethos stems around the community's health and well-being. Their projects are exemplary of a company caring for their community. These projects are ethically and socially remarkable. They demonstrate how a SME can make a difference in terms of health & nutrition. As well as that they value responsible food chains and ethical product sourcing. All dishes included in their menus comply with the legal requirements for a balanced infant/child meal. They are prepared in ISO-standard, and Ecology certified professional kitchens, under strict quality control. They are delivered with their own licensed vehicles and registered with the Food Transport Agency.

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Dietary requirements

Specific profiles are all catered for: Vegan, vegetarian, allergens, diabetes etc. Their “Much Special Menu” (MSM) is a menu that does not contain animal products, or any saturated fat. Saturated fats (animal products, Palm and coconut oils) have long been associated with an increased risk of heart disease, elevated LDL levels and total blood cholesterol, stroke and even cancer. It has been proven that the modern world of the Western world consumes over 100 grams of saturated fat per day, and its exclusion from daily menus undoubtedly guarantees the maintenance of good health.

The MSM is a plant-based menu enriched with Omega 3 fats and natural aromatic spices. The dishes are flavored with olive, linseed or other Organic oils that are added to the dishes after their heat treatment.

MSM is suitable for anyone who believes in the healing properties of food, especially for those diagnosed with Multiple Sclerosis or other autoimmune diseases and for children diagnosed with autism. Prolonged adherence to this diet has been shown to impede the development of symptoms of multiple sclerosis.

Use of technology

The FitMeal website is a complete online ordering platform and information resource for customers. Their service is therefore cashless. They have their own delivery vehicles.



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