

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



Why it is a good practice?
 ANDDIET was the first of its kind in Bulgaria offering catering to those looking for convenient, healthy and diet-food plans. Over the years, they have developed the business, constantly supplementing and enriching their range, striving to improve the quality of food and incorporating the latest discoveries in the field of healthy eating. The creation and practical implementation of a healthy and nutritious diet is the result of a lot of work, and an interconnection of philosophy and technology using their knowledge and extensive experience. They encourage their clients to trust them with their health. Their diet program is created with the help of over 12 specially trained chefs & food technologists. Only fresh and carefully selected, natural and organic products are used. Every day they offer a unique selection of over 20 different types of main dishes, 10 different types of snacks, 8 different types of salads and 9 different types of desserts.

About
 Originally from Beirut, Dr. Angie Kassabie is an assistant professor at the Department of Hygiene, Medical Ecology and Nutrition at the Medical University, Sofia, Bulgaria. She also has a degree in Dietetics from the University of Washington. In 2014 she received a doctorate from the Sports Academy, Sofia (PhD). But it was in 2006, that Angie established the first company in Bulgaria for healthy and diet related nutrition – ‘AND DIET’. The innovative approach and the delicious healthy menus quickly made the young nutritionist famous. Today she cares for many famous clients, including Hollywood stars and other global figures as well as the United Arab Emirates, Royal Family! Dr. Angie wanted to dispel the myth that healthy, or diet food had to be tasteless. She believes that through the correct choice of food products and ingredients, and carefully controlled cooking processes (without the use of improvers or preservatives), that she and her team can deliver food that is fresh and appetizing. By doing this she started enabling clients to rediscover their healthy bodies without feeling deprived of the joy and pleasure of good food.

Healthy
 Their recipes and menus are embedded with the highest quality products, with guaranteed origin. Portion size and content is strictly controlled. All menus promote health, healing and weight loss in a safe and considered manner and can be tailored for all dietary needs. The Menus feature dishes from traditional Bulgarian, Italian, French, Greek, Lebanese and many other cuisines and allow for the fulfillment of individual preferences, such as a particular dish that does not contain onions, parsley, peppers, etc. They use whole-grains and promote fruit and vegetable consumption, through the inclusion of fresh juices, smoothies and protein shakes in their plans. Plant-based and vegetarian menus are important features of their offerings, and are carefully managed to ensure balanced meals are achieved. All salads arrive without dressing, but they provide quality herbs, olive oil and vinegar to add before eating so it remains fresh and crisp. Some meal plans, includes foods that help burn fat and boost metabolism e.g: Spirulina, chia, agave, algae, salvia seeds, poppy seeds, cinnamon, stevia, hemp seed, green tea, red pepper, curcumin, wakame, maple syrup, aloe vera, honey, cocoa beans.

Sustainable
 AND DIET use flexible sales channels, to deliver their produce as effectively and efficiently as possible, therefore ensuring freshness and quality. All food deliveries are contained in eco-packaging to lessen their on the environment. Their model is based on the use of healthier cooking methods and ingredient transparency and there is regular reviewing of menus to ensure fruit, vegetables and whole-meal varieties are included.

Ethical
 AND DIET is a SME who business model revolves around healthy nutrition, the promotion of good eating habits and improved relationships with food, therefore they are having a social impact, by improving the health of the community. They practice ethical sourcing of their quality ingredients and promote culinary heritage by including traditional local dishes in their meal plans. These recipes are carefully adjusted, achieving the perfect balance between traditional taste and healthy food, according to the required diet.

Use of technology
 The AND DIET website is a complete online ordering platform and information source for customers. Their service is therefore cashless. They have their own delivery vehicles

Follow AND DIET’s story

