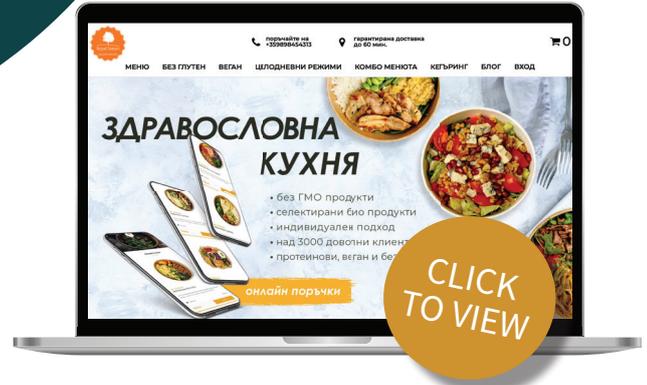


Type: Take away/online/ Meal delivery
Country: Sofia, Bulgaria



Why it is a good practice?
 Royal Nature – Healthy Kitchen is a catering company that help people get started on the road to a healthy and balanced life. The company is competent in the development of healthy nutritional regimes, for individuals, private corporations and mainstream catering. Their mission is to inspire or to show that a healthy way of life can be good, and that taste is critical during this journey. During the initial stages of the pandemic, they offered to pay 50% of the cost, with delivery included, to encourage people to gift a lunch to a stranger. *“To stand # Together on the side of GOOD!”*

About
 Royal Nature is a healthy catering company that will help one start living a balanced life. Their mission is to inspire and show their customers, that a healthy lifestyle can be easy, tasty and is a matter of choice that each one simply must make. They target those with busy lifestyles, whose health is being impacted by not making the time to nourish their bodies with good food. So, they take care of their clients’ needs and health by preparing high quality food from carefully selected and organic products. To suit the busy lifestyles, they deliver it ready for consumption, with utensils, to homes, offices, or wherever it is needed, within the city of Sofia. Thus, their customers save time; shopping, cooking, calculating calories, searching for quality products, they just have to order online. They can enjoy a healthy lunch or dinner, or an all-day individual plan, prepared according to the recipes of some of the most famous nutritionists in the country.

Healthy
 All dietary requirements are catered for - Vegan, Gluten-free, Vegetarian, Standard. They offer calculated portions to adhere to healthy eating plans and their website is geared towards providing information on healthy eating and eating habits through the use of their blog which details great recipes and helpful tips.

They do not use improvers, colorants, preservatives, sweeteners and other chemical additives. The processes of pre-treatment /heat treatment of food products are adapted to suit the preparation of healthy food. The path to health and happiness is now possible and easy with its programs. Royal Nature’s products create good habits and its very convenient.

Sustainable
 Royal Nature is conscious of their environmental impact and make efforts to reduce their waste and use eco-friendly solutions in their food packaging. They use healthier cooking methods and believe in ingredient transparency. There is regular reviewing of menus to ensure fruit, vegetables and whole-meal varieties are included.

Ethical
 Royal Nature is a SME promoting healthy nutrition, the use of responsible food chains and ethical sourcing. They empower their customers with information and aim to make a difference to community health through their service and offerings.

Use of technology
 Their business is predominately operated via the company website and their Facebook page, where their customers receive information and can order their choices to be delivered to their selected location within the city of Sofia. They also use the delivery platform FoodPanda to extend their reach. They offer cashless transactions and allow for phone orders.

Follow Royal Nature’s story

