



Market

Nearly 30 years "Fast Food 7" carefully builds its tradition of a single fast food chain in Macedonia based on one principle - quality. Thus offering its customers healthy and high quality products according to all European standards.

With nearly 70 employees, "Fast Food 7" is the only domestic brand with its own central production and distribution with cooling conveyors to all its facilities throughout the city.

With introduced HACCP certificate, this brand is one of the few in Macedonia which uses raw materials and fresh meat exclusively of top A class.

"Fast Food 7" is a rare confirmation that "junk food" can mean healthy and quality food.

Achievements

With the continuous improvement of its products and expanding the offer continually, "Fast Food 7" has grown into a leading brand in this region and has become a recognizable landmark of the capital.

From the original small and modest facility, "Fast Food 7" becomes a brand that currently has three Fast Food facilities, a Grill restaurant and its own production plant with a tendency for further improvement and development.

History

"Fast Food 7" was founded in 1987 at a time when the private sector is in its early beginnings. The idea was developed by one of the first women in the private sector, Slavica Popova, not imagining that a small fast food restaurant, with just 15m² and only two employees will become a super brand known outside the country.

The first restaurant in the center of Skopje, opposite the Greek consulate, functioned for years as the sole facility of the brand with a very small production plant, but later with a well - weighed analysis and study of the market a need arises for new facilities:

- In 2005 a new "Fast Food 7" facility, of about 120m², is opened in Aerodrom;



- In 2009 the "Grill Restaurant 7" is opened in the center of Skopje. With a brand new concept and new products, in order to offer its customers more gourmet experience of the Macedonian barbecue, in a more relaxed setting. Today "Grill Restaurant 7" as well as "Fast Food 7" is synonymous with traditional quality offered by this brand;
- In 2013 "Fast Food 7" facility of 120m² is opened in Karpos and again this brand gives emphasis on the basic principle - quality.

By developing the brand and opening more facilities in different locations, there is a need to expand and increase the capacity of the production plant. The plant covers meat processing and production of new finished products for the requirements of "Fast Food 7" and "Grill Restaurant 7".

The production plant is fully equipped with freezing and cooling chambers, machinery for meat processing, specialized machines for

cutting of finished products, machinery for mixing, grinding and processing of meat and other products.

Today, "Fast Food 7" is a second generation family business that does not build its future on the basis of a franchise, all in order to continue the family tradition and to preserve the authenticity of the brand.

Product

All raw materials used for the needs of "Fast Food 7" and "Grill Restaurant 7" are with top quality. Major contribution for the high quality of the raw materials, the quality of processing and production technology it is achieved by implementing and maintaining of the HACCP standard.

The assortment of "Fast Food 7" offers over 100 different products and their variations, made with protected recipes recognizable for almost 30 years. The Brand aims to satisfy every taste and need following the strict quality criteria.





Brand Values

The main goal of the Brand is high quality, long tradition, security and reasonable price. All activities of the company aspire to a single purpose - quality and satisfied customers. The Brand is a socially responsible company, which puts special emphasis on maintaining a clean and healthy environment. Following these goals the Brand has the full trust and loyalty of its consumers.

www.7.mk

Recent developments

Participating in several European fairs and presentations, annually, "Fast Food 7" brand is always in step with all the new technological advances in the food industry.

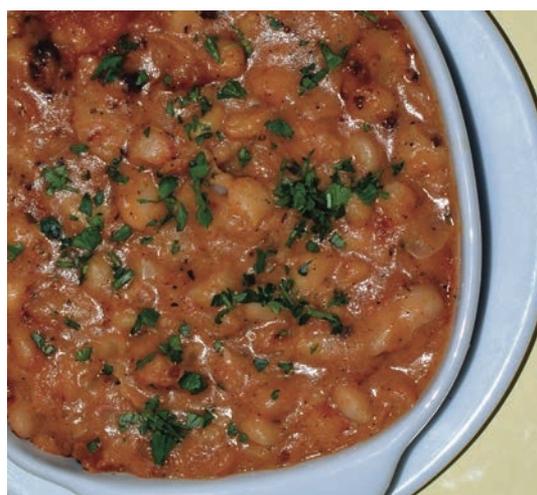
All the innovations of the presentations and fairs are implemented in continuous upgrading and equipping of the facilities and the production plant.

In addition to investments with technology, the brand invests in appropriate vocational training of its employees in order to obtain quality products and excellent service for its customers.

Promotion

Besides perfecting its menu and expanding the offer, "Fast Food 7" regularly organizes various promotions and promotional packages for its customers.

"Fast Food 7" regularly participates in social, cultural, artistic and sporting events in R. Macedonia. Through financial support, donations and numerous collaborations, participation in forums, conferences, seminars, student events and club and national team competitions in basketball and boxing, the company has received many recognitions and acknowledgments.



THINGS YOU DIDN'T KNOW ABOUT...

Fast Food 7

- "Fast Food 7" gets its name from the date when the brand is established, September 7, 1987
- The burger meat "pleskavica" is made of 100% top class beef
- Although the menu over the years is enriched with new products, starting from 1987 the brand is known for the most delicious burger and unique taste of mayonnaise