

A boost for EROSKI's own brand

EROSKI BAGS THE BIGGEST OF THE VERTEX INTERNATIONAL AWARDS

- **The award for *Best of Show* recognizes the best own-label packaging design world-wide**
- **EROSKI-branded packaging carries "traffic light" nutritional labelling which shows very simply the amount of calories, fats, saturated fats, sugars and salt per serving of each product compared with the guideline daily amount, now called the "reference intake".**

Elorrio, 10th April 2015.- [EROSKI](#) has carried off *Best of Show*, the biggest of the [Vertex](#) Awards, which recognize the best own-label packaging designs world-wide. This year, these American awards chose EROSKI-branded products for their colourful, upbeat and simple image, which seeks to interact with the customer and stand out from other offerings of the same product.

The panel of international experts who judged the entries selected EROSKI's own brand for its ability to demonstrate that big retail brands can be interesting, cleverly entertaining and very special. EROSKI's designs stood out amongst over 250 entries from 55 retailers in 21 countries.

The Vertex awards are held by the U.S. web portal [My Private Brand](#), the world's most widely-read publication on retailer brands with followers in over 65 countries. The winning designs were created by EROSKI in co-operation with communications agency [Supperstudio](#) of Bilbao.

"The award recognizes EROSKI for providing the fullest information via clear and direct packaging that consumers can understand easily to help them weigh up the healthy eating properties and environmental sustainability of the products on offer", pointed out Martin Gandiaga, EROSKI's Marketing Manager.

"Traffic light" nutritional labelling

EROSKI is wholly committed to healthy eating, and nowhere is this commitment more evident than in its own brand. It's the only retailer brand that's eliminated partially hydrogenated vegetable oils, a source of trans fats, from all its own-label products, and has put into practice full nutritional labelling on its packaging - called "traffic light" labelling - which enables consumers to find out easily, both when

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buying and when consuming the product, its content in terms of calories and key nutrients for health - sugars, fat, saturated fat and salt - per serving.

This commitment to health is also carried over into personal hygiene and care products. EROSKI has eliminated parabens and triclosan from all its EROSKI-branded cosmetic products and from the **belle®** brand whose exclusive vendor it is. EROSKI is the first Spanish retailer brand to eliminate these chemical additives, which are the subject of a thorough-going debate amongst the scientific community and growing concern on the part of consumers.

“Ecodesign” of packaging for greater sustainability

EROSKI is currently working on various “ecodesign” products for its own brands’ packaging, within the cooperative’s Sustainability and Environmental Plan, one of whose targets is to reduce CO₂ emissions by 12% over the period 2013-16.

What’s more, EROSKI is carrying out new environmental sustainability audits, and 92% of own-brand manufacturers are already classified according to environmental criteria.

For carrying out all its environmental sustainability projects, since 2007 EROSKI has collaborated with the WWF as world experts in environmental conservation, the use of sustainable natural resources and the reduction of wasteful consumption of raw materials.

Accolades for EROSKI’s own brand

This award by *Vertex* comes on the heels of the two international *Pentawards* that EROSKI won last October. It was then that EROSKI-branded products won the silver medal in the “Best Own Brand Designs over the entire range” category. In addition, the EROSKI family of children’s cereals was specifically picked out for another silver in the Food-Distributors/Retailers category.

In the case of the prizewinning EROSKI children’s cereals, this distinction followed on from the [Award for the Best Children’s Packaging](#) received in 2013 at “El Chupete” International Festival of Children’s Communication. This is the premier international communications contest, independent in nature, which awards prizes annually to the best creative work with values aimed at children.

In addition, the international *Salute to Excellence Awards*, in the first year that they were held, awarded prizes to two of EROSKI’s latest own-brand launches in May 2014. The half-litre size of *Aurum Hefe-Weissbier* wheat beer and the 400 ml size of **belle®** purifying two-phase instant conditioner for hair care were recognized for their quality, innovation and packaging. The awards were presented at the Private

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Label Manufacturers Association's "World of Private Label" trade show in Amsterdam.

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