

***It consolidates its leadership in the northern area of the peninsula, where it has a market share of around 18%***

## **EROSKI RETAKES THE INVESTMENT IN OWN STORES WITH THE OPENING OF A SUPERMARKET IN SAN SEBASTIAN**

- It intends to make an annual investment of around 100 million Euros in the next few years
- The opening tomorrow, Thursday, of this new EROSKI supermarket in San Sebastian has involved the creation of 43 jobs and an investment of 1.7 million
- In recent years it has promoted the opening of franchises and its investment has focused on the transformation of its retail network to the “with you” model, with over 500 new generation stores

Donostia-San Sebastian, 17 May 2017.- [EROSKI](#) will open this evening a supermarket at number 2 of Plaza Arroka in San Sebastian. After having promoted the development of franchises in recent years, the cooperative is now retaking the opening of own stores. Over the last few years its investment has mainly focused on remodelling its stores to the new “with you” retail model, with over 500 new generation supermarkets and hypermarkets already.

This opening marks the beginning of a new own store opening cycle for which, together with the plan to transform existing stores to the “with you” model, EROSKI intends to make an annual investment of around 100 million Euros. This opening of own stores will mainly take place in the northern and eastern regions of the peninsula, from Galicia to Cataluña and the Balearic Islands, where EROSKI is well-established among consumers and represents around 18% of the market share.

### **43 new jobs and 1.7 million investment**

The new EROSKI supermarket has a sales floor of 1,192 square metres and 80 parking spaces and follows the “with you” model, which focuses on fresh produce, a wide range of products for greater freedom of consumer choice and a strong commitment to local produce. It has created 43 jobs and has required an investment of 1.7 million.

One of its distinguishing features is the commitment to personalized consumer attention with the incorporation of counters in the baked goods, meat, deli and fish

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sections. A personalized attention which will be gradually developed with offers and deals increasingly tailored to each consumer through the EROSKI Club card. This club already has more than 225,000 Member Customers in Gipuzkoa.

Furthermore, in keeping with the promotion of healthy eating carried out by EROSKI, the new supermarket has a new Natural and Organic Food section as well as a wide range of foods for people who follow gluten-free, low-sugar, low-sodium low-fat diets... Within its commitment to healthier and more sustainable eating, one of the main characteristics of this EROSKI supermarket is the wide range of locally produced foods, with a strong presence of seasonal fresh produce.

As for environmental issues, this new store reduces energy consumption by 60% compared to a traditional supermarket, due to a cutting-edge air conditioning and refrigeration design, as well as a centralized LED lighting control system for more efficient energy management.

### **Official opening this evening**

Although the new supermarket will open to the public tomorrow, Thursday, from 9 a.m. to 9 p.m., EROSKI's employees, relatives and Member Customers will inaugurate the store this evening at 7 p.m. The event will also be attended by the Director of Commerce of the Basque Government, Juan E. Andrade, as well as representatives of EROSKI.

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