



Press release

The award has been granted by consumers

EROSKI CHOSEN BEST ONLINE SUPERMARKET OF THE YEAR

- **EROSKI Online has been granted the 'WebShop of the year' award in the category of online supermarkets**
- **Voters assessed value for money, product assortment, customer service, order delivery, deals and user experience, amongst other variables**
- **It is the main consumer competition in Spain**
- **EROSKI renewed its online supermarket in May with the launch of a new, faster and more efficient website**

Elorrio, 20 September 2017.- [EROSKI's online shop](#) has been chosen as the best online supermarket of the year. The cooperative received the award during the [Shop of the Year Awards 2017-2018](#) ceremony held today in Barcelona.

EROSKI has won the 'WebShop of the year' award in the category of online supermarkets. This award is granted by consumers by voting online according to their level of satisfaction and their global assessment of the supermarket. It is the most important consumer competition in Spain and one of the main market surveys.

Voters assessed variables such as value for money, product assortment, customer service, order delivery, deals and offers, forms of payment and user experience, amongst others.

"This award is a recognition of our work throughout these years in which we have been incorporating every new technological development to make online shopping faster, easier and more convenient and is also a recognition of the daily work and the commitment of the professionals of our more than 100 preparation centres distributed all over the territory who work to make our customers' shopping arrive in perfect condition, with a personalized service in the fresh produce section", EROSKI's Online Business director, Mari Mar Escrig, said and she added that "receiving this award granted by consumers encourages us to continue along the digital transformation path towards a multi-channel proposal in order to construct a positive global experience".

EROSKI

Corporate Communication Manager
XURDANA FERNÁNDEZ

Phone: 946 211 214

comunicacion@eroski.es

EROSKI – PRESS OFFICE

NORTHERN CONSULTANTS

JOANA G. LANDAZABAL
EDURNE IZQUIERDO

Phone: 944 158 642

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The cooperative, a pioneer in the online food business with the launch of EROSKI Online in 2000, is moving ahead in its digital transformation plan. In May it launched a faster and more efficient online supermarket, adapted to any device, so as to improve its customers' shopping experience. This supermarket has now been recognized as the best in the category of online supermarkets in Spain. And this month it presented the update of the EROSKI app so that users may continue enjoying the features of this app aimed at EROSKI Club's Member Customers in a more convenient way.

"Our leitmotiv has always been making our customers' life easier. We have achieved the shopping advantages of the physical world in the online supermarket, guaranteeing a uniform shopping experience between channels. Moreover, we have expanded the online shopping collection point network with 49 Click&Drive and Click&Collect points to collect orders immediately and free of charge. We have also launched the applications EROSKI app and EROSKI super to make the shopping list, obtain discounts through EROSKI Club and shop in less than 15 minutes, at any time and in any place. At EROSKI we are prepared to respond to consumers from a proposal adjusted to their expectations and to propose innovative solutions to them", Mari Mar Escrig said.

Digital transformation

This award in the digital sphere joins the recognition received last June by EROSKI Viajes business division, Travel Air. The agency received the [Open Award 2017](#) in the category of *Best digital transformation of a Large Company* for their innovative comprehensive digitalization project. Travel Air has undertaken the transformation of its analogical work structure of over 20 years into a completely digital one and has become the first company in the sector to totally eliminate paper.

The EROSKI group is evolving in its digital transformation and has received recognition for its commitment and evolution to improve its capacity and its preparation to respond to consumers from a proposal adjusted to their expectations and to propose innovative solutions to them.

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Corporate Communication Manager
XURDANA FERNÁNDEZ

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EROSKI – PRESS OFFICE NORTHERN CONSULTANTS

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