

Golden Gold awards, presented to Spain's highest-aiming greengrocers, in the Superstores class

EROSKI'S "WITH YOU" GREENGROCERY SECTION RECOGNIZED AS THE BEST IN SPAIN

- **The fruit and vegetable section at the EROSKI hypermarket in Zarautz, the first one based on the "with you" model, has been chosen as the best greengrocer in Spain in the Superstores class**
- **EROSKI's new "with you" trading model is increasingly specializing in fresh produce, maximizing value for money for customers**
- **The cooperative is choosing to work directly with suppliers at origin to ensure superior quality of fruit and vegetables**
- **EROSKI has three automated logistics platforms for fresh produce – the most advanced in the retail sector – which are trimming down the time taken to get fruit and vegetables into the stores and generating savings within the logistics chain that are passed on to the customer through the EROSKI Club**

Madrid, 29th October 2015.- [EROSKI](#) was recognized today with the Golden Gold Award at the [Fruit Attraction](#) International Agri-food Trade Show for the specialist fruit and vegetable section of its new "with you" trading model. To be precise, the fruit and vegetable section at EROSKI's hypermarket in Zarautz has been chosen as the Best Major Fruit and Vegetable Retailer in Spain.

The [Val Venosta Cooperatives Association](#) (VI.P.), recognizes with these awards the highest-aiming greengrocers in Spain. EROSKI's Greengrocery Manager, Martín Fernández San Román, and the Manager of the EROSKI hypermarket in Zarautz, Pili Taboada, were presented with the award by the General Manager of VI.P, Josef Wielander.

"The fruit and vegetable section is a key feature of the new "with you" trading model, and with it we strive to provide the best value for money in our customers' eyes", said EROSKI's Greengrocery Manager, adding: *"we're choosing to expand the range of fruits and vegetables to give consumers more choice and promote a healthier and more varied diet".*

EROSKI views this award as recognition for its strategy of making its stores different by offering the best quality fresh foods at the best price. The "with you" fruit and vegetable section, which was piloted at the award-winning EROSKI

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hypermarket in Zarautz, is currently being rolled out to the remainder of its network of stores. When stores are upgraded to the “with you” model, the floor area devoted to fresh foods grows so as to give more prominence to local seasonal produce and give more personal customer service.

The “with you” stores are more experiential, and set out to surprise the customer with the values of nearness, empathy and participation inherent in the cooperative culture. *“To be more specific, in the “with you” fruit and vegetable section we try to experience each campaign together with the customer, from strawberries early on in the year to the citrus fruits campaign that we’re just starting up now”,* explains EROSKI’s Greengrocery Manager, *“with a wide range that goes from the most economical selection to the most premium one with the EROSKI Natur label, which offers the best fruit selected at origin for its size, appearance and stage of ripeness, along with personalized special offers through the EROSKI Club, tastings... and so on”.*

This move towards greater specialization in fresh foods is based on closer co-operation with suppliers at origin, with long-term agreements for greater sustainability of the primary sector and a commitment to quality and efficiency of processes to cut down the transit time of the produce from being harvested to reaching the stores.

Technological innovation in logistic processes

In parallel with upgrading its stores to the “with you” model, in recent years EROSKI has invested seriously in automating processes on its logistics platforms in order to gain efficiency and pass on these savings to consumers through discounted pricing for its Customer-Partners.

At present it has automated platforms in Zaragoza, Madrid and the Balearic Islands which handle fresh produce bound for its stores. These platforms – the most advanced in the retail sector – are trimming down the time taken to get fruit and vegetables into the stores, and generating savings within the logistics chain that are passed on to the customer through the EROSKI Club.

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