

**Going for convergence between the on- and offline worlds**

**EROSKI'S MAKING PROGRESS WITH ITS MULTI-CHANNEL-SHOPPING STRATEGY BY EXPANDING THE ONLINE SHOPPING SERVICE AND THE COLLECTION POINTS**

- **EROSKI's the only food retailer to offer an online shopping service in each of the Balearic Islands after extending this service to Formentera**
- **EROSKI's online supermarket service is now also available in the Valencian Community, where it covers the whole of the metropolitan area of Valencia city**
- **60% of EROSKI's Customer-Partners in the Basque Country and Navarre now have a free collection point for their online food-shop less than fifteen minutes from their homes**

**Elorrio, 20<sup>th</sup> June 2016.-** [EROSKI](#)'s making progress with its multi-channel strategy by extending the online shopping service and increasing the in-store collection points for those orders. *"We're going for convergence between traditional and digital ways of doing business, to offer consumers, who these days want to switch freely between on- and offline shopping, a seamless shopping experience that meets their needs",* stated EROSKI's e-commerce manager, Mari Mar Escrig.

EROSKI's recently extended its online supermarket service to Formentera, thereby becoming the only retailer to offer this service in each of the Balearic Islands (Mallorca, Menorca, Ibiza and Formentera). Orders are delivered either to homes or to berths in marinas. Just like EROSKI's physical stores, the online supermarket includes a wide range of local foods. It also caters for visitors and foreign residents in the Balearic Islands with a varied range of international foods.

EROSKI's online supermarket service is now also available in the Valencian Community, where it covers the whole of the metropolitan area of Valencia city. *"The online ordering service will eventually be rolled out to the Valencian Community as a whole. The first Valencian customers to try out the EROSKI online supermarket during the pilots, praised the quality of our fresh produce and the*

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*freedom of choice, with wide selections of leading branded and own-label products, and local Valencian produce”, commented Mari Mar Escrig.*

EROSKI’s carrying over to its online supermarket the wide range stocked by the big ‘with you’ stores, and enabling customers to state how they would like their custom-sliced deli meats, fish, fruit and meat to be prepared. As in every physical EROSKI store, pride of place is given to fresh foods, which are essential for a healthy diet. *“75% of the EROSKI online store’s customers in Spain buy fresh produce over the Internet, which is a very high figure for our sector, and shows their high level of trust in the quality of EROSKI’s fresh foods”,* remarked the cooperative’s e-commerce manager.

### **A supermarket for today’s consumer**

Customers can access the online supermarket on the website and using the EROSKI Supermarket app, which can be downloaded free from both Google Play and App Store. The application enables users to do their weekly shop using their mobile phones, anytime and anywhere, in under 15 minutes, and they can even shop by scanning the QR codes on packaging with their phones.

The EROSKI online supermarket offers delivery service from Monday to Saturday. Customers can get next-day delivery and can order up to three weeks in advance of when they want their shopping delivered.

EROSKI online offers users officially-certified fully secure shopping. It also offers them secure transmission and storage of their personal data.

### **Further rollout of the *Drive-by* and *Collect* collection services**

The cooperative has recently extended its *Click & Drive* and *Click & Collect* services to Araba and Navarre. Thereby 60% of EROSKI’s Customer-Partners in the Basque Country and Navarre have a collection point less than fifteen minutes from their homes. *“What consumers appreciate most is the opportunity to place orders and collect them for free the same day, and the reliable quality of EROSKI-branded fresh foods”,* explained Mari Mar Escrig.

The *Click & Drive* and *Click & Collect* services enable consumers to place their orders anytime and anywhere using a computer, tablet or mobile phone and collect it the same day with their vehicle (*Drive-by*) or in-store (*Collect*) on their way

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home. "20% of users of this channel of shopping are new to it. We already have over 25 collection points in the Basque Country, Navarre, Galicia and Catalonia. Before the summer we expect to be starting up a new "Collect" point in Galicia", detailed EROSKI's e-commerce manager.

### **Over six million online shopping-channel users**

EROSKI Online offers its 6 million+ users 15,000 individual products spanning the categories of food, fresh produce, drinks, hygiene and beauty, cleaning and pets. "We prioritize width of range to give greater freedom of choice to consumers with whom new lines and local produce are making a come-back", as Mari Mar Escrig says.

EROSKI's online supermarket, which has been going for 17 years, provides a service in Spain's main cities, such as Madrid and Barcelona, plus the Basque Country, Navarre, La Rioja, Cantabria, Galicia, Balearic Islands, Tarragona, Zaragoza, Huesca, Málaga, Guadalajara, Toledo, Cáceres and Ceuta.

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