

Lehendakari Iñigo Urkullu and Isabel Celaá, National Minister of Education, among the main guests invited to the event held in Bilbao

EROSKI CELEBRATES ITS 50TH ANNIVERSARY BACKED UP BY A BROAD REPRESENTATION OF THE INSTITUTIONAL, ECONOMIC AND SOCIAL SECTORS

- Proximity to consumers, a more responsible and sustainable consumption, innovation and constant adaptation lay the foundations for its upcoming challenges
- EROSKI has highlighted its social values and deep roots, and its priority to connect with consumers in order to adapt to their needs
- Its President, Agustín Markaide, has reminded that EROSKI is a project developed thanks to people and cooperation, which stands out due to its inner strength and its capacity to contribute to society

Elorrio, 12 March 2019.- [EROSKI](#) has started this afternoon the celebration of the different events to commemorate its 50th anniversary which will continue throughout this year. The event held this afternoon has taken place in Azkuna Zentroa auditorium, in Bilbao, and, apart from EROSKI representatives, Lehendakari Iñigo Urkullu and Isabel Celaá, Minister of Education and Vocational Training, and spokesperson of the Spanish Government, have taken part in it. A large number of representatives from the institutional, economic and social sectors, accounting for more than 400 people, has backed up EROSKI in the celebration of its half century of existence.

During the ceremony, the President of EROSKI, Agustín Markaide, has *thanked "those present and those absent for their support, not only today but throughout these 50 years"*. He has reminded its origin: the result of the fusion of several small consumer cooperatives. Its creation was *"a social and collective answer to some daily and basic needs. The promoters were confident that human capacity and cooperation could better solve those needs. EROSKI innovated then, placing more emphasis on what joined together these seven cooperatives than on what pulled them apart, and also innovated transforming its workers into members"*, as he has explained.

Over time, EROSKI has continued its connection with member-consumers to be able to satisfy their needs as society evolved. During that evolution, it has remained faithful to its roots and cooperative origin, which have acted as point of

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support for updating its mission *"which is nothing else than the improvement of the health and well-being of citizens and making this compatible with an increasingly responsible and sustainable consumption"*, Markaide has claimed.

The President of EROSKI has also appreciated *"the effort made by all the people who have made it possible for EROSKI to celebrate its five decades of existence maintaining its social values and deep roots. An effort which has reinforced the cooperative project in order to find its place in the future"*, this will be marked by proximity, a more responsible and sustainable consumption, innovation and constant adaptation. *"EROSKI must undertake actions to gain social transformation with its project, looking for the sustainable well-being of its members and of society, and to gain that, we will be renewed as many times as necessary"*, Markaide has concluded.

Leire Mugerza Garate, President of the Governing Board of EROSKI, has claimed that *"EROSKI has shown it is an ambitious social-business project with regard to its aims, a project that has been able to adapt its unique cooperative management model to the evolution of history but always returning to its roots, where we find the reasons for our existence"*, and she has reminded that EROSKI is a project based on equity, on the humanization of relations and *"the continuous aim towards contributing to achieve a fairer society regarding rights and equal opportunities"*.

Mugerza has highlighted that *"EROSKI is a project developed thanks to people, they are the ones that deserve this celebration. They embody the value of what we have been in the last 50 years and what we will be in the next fifty years"*.

About EROSKI

EROSKI is the first distribution group of the cooperative type in Spain and a leading operator in the regions of Galicia, Basque Country, Navarre, Catalonia and the Balearic Islands. It has a commercial network of 1,652 stores, including supermarkets, hypermarkets and cash&carry, as well as petrol stations, optical shops, travel agencies and sports shops. It has more than 6 million Member-Customers and more than 33,000 cooperative members and workers.

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