

The EROSKI Group and the DIA Group sign a cooperation agreement

Elorrio, 24th June 2015.- The EROSKI Group and the DIA Group have signed a cooperation agreement with the aim of enhancing efficiency and thereby offering consumers the best prices in the market, leading to increased purchasing power.

The agreement consists of co-working between the two companies in order to use their combined negotiating power to do exceptional deals with big suppliers of Spanish and international brands. Traditional fresh produce and small-scale local producers fall completely outside this agreement.

EROSKI and DIA will be entirely independent of one another when it comes to setting their trading policies.

The two companies are convinced that the efficiencies achieved by co-working will result in more competitive pricing for the benefit of society as a whole.

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