

with you



# Evolution of the "with you" business model

"The 'with you' business model is our hallmark: a consolidated model that is valued and recognised by our customers."

**Beatriz Santos** | SALES MANAGER  
[memoria.eroski.es/en/withyou](http://memoria.eroski.es/en/withyou)

Standing out is our priority, ensuring we can offer consumers solutions that promote healthier and more sustainable purchasing habits. At EROSKI we place health and sustainability at the heart of our strategy and, in response, evolve the main aspects of the "with you" business model: our relationship with Client Partners, creating a more attractive business proposal and more efficient, next generation stores.

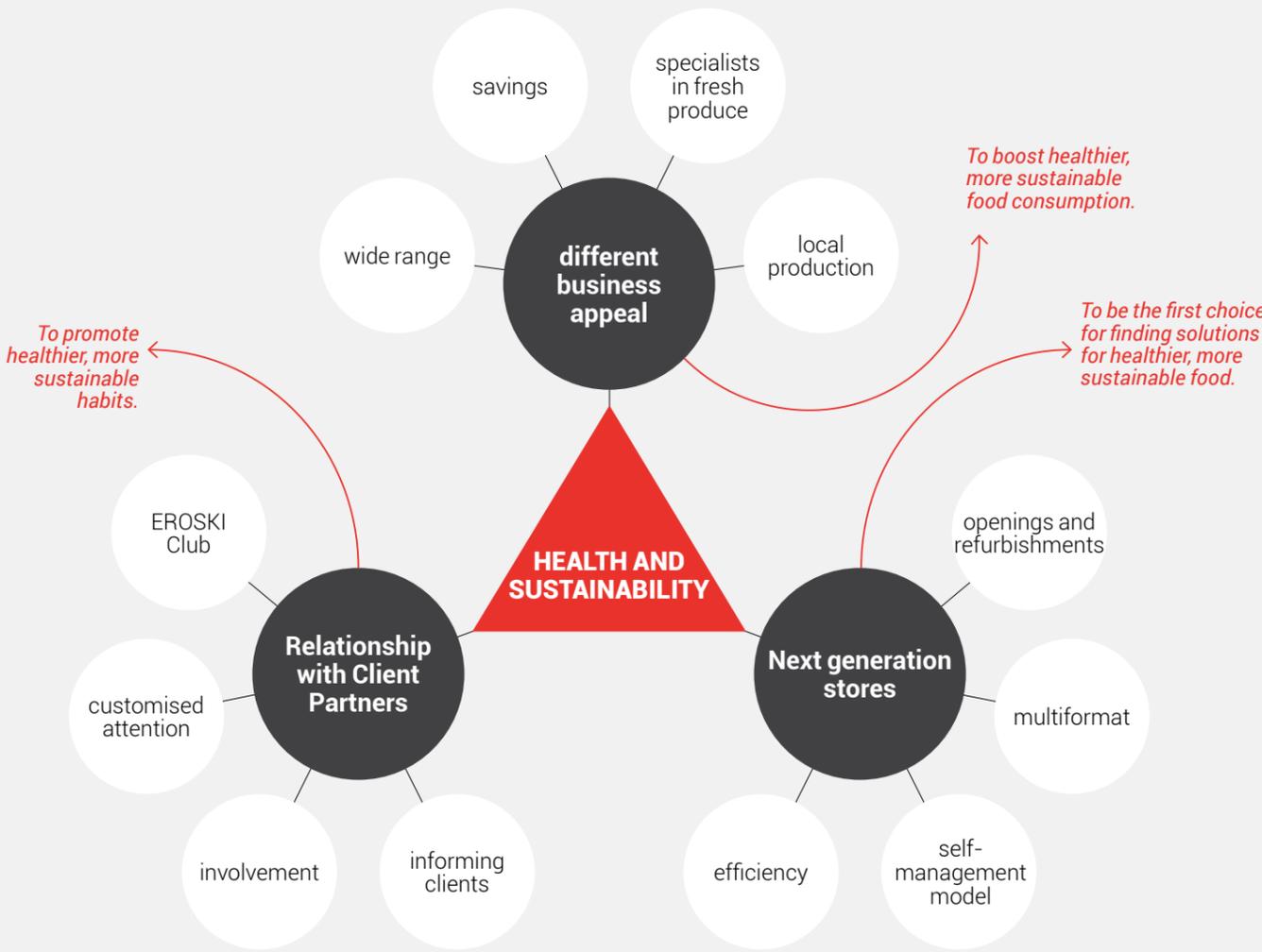
The "with you" business model is notable for specialising in fresh produce, a wide range of items for greater freedom of choice and a firm commitment to local products. Today, we continue to expand these areas with new proposals that also help consumers to make savings and follow healthy eating practices that are also compatible with sustainable consumption.

Our stores are increasingly more competitive and attractive. We are expanding our self-management model with every new opening and transformation. We offer customers a full, multichannel experience via different formats. All these practices aim to make us our customers' favourite store where they find their solutions for healthier, more sustainable food.

Strengthening our relationship with consumers is vital to EROSKI. We develop this via our EROSKI Club loyalty programme. We offer clients more personalised attention in our stores, encouraging their participation and offering them information to promote healthier and more sustainable habits.

Throughout the year, evolving the "with you" business model has translated into improving the nutritional content of our own brand products by eliminating over 325 tonnes of sugar, salt and fats from their recipes. Furthermore, in 2017 our own brand celebrated its 40th anniversary and was celebrated at the most recent international 'Salute to Excellence Awards', winning more prizes than any other European wholesaler.

In turn, we have collaborated with 4,400 local suppliers who stock EROSKI stores with over 22,000 products, contributing to the sustainability of the local environment.



# Committed to health and sustainability

Since our beginnings, at EROSKI we have believed that our stores are where we should encourage good food and responsible consumption. That's why we have asked our workers, consumers and focus groups how we can do things better. Their thoughts and proposals have been set out in ten commitments to health and sustainability that mark out the path we plan to follow. 7,500 people collaborated on drawing up these ten commitments that govern our 'with you' business model.



### Commitment to health and sustainability

Discover EROSKI's ten commitments for contributing to a more sustainable society with higher rates of health and wellbeing.

<https://vimeo.com/263111572>

## 1

### Become involved with food safety

At EROSKI, food safety is a basic premise in terms of its products, particularly its own brand, and at its facilities. EROSKI has a quality assurance plan that runs over 11,000 product analyses and audits over 400 suppliers each year.

This commitment to food safety is developed along three main work lines. Safeguarding the traceability of products from their origin to the store. Guaranteeing an unbroken cold chain along the entire supply process (transport, storage and in-store handling), thereby ensuring access to products in perfect condition with all their properties intact. And finally, auditing, analysing and running daily checks under the strictest conditions. To do this, EROSKI certifies all of its manufacturers and runs continuous quality control checks on its products via microbiological and physicochemical analyses.

## 2

### Promote a balanced diet

As a distributor, EROSKI is committed to offering its customers a balanced range of foods. It therefore works, on one hand, to promote food groups that should form a greater part of a balanced diet. And on the other, on checking the recipes of its own brand products that belong to food groups that should be consumed more occasionally, improving their nutritional content.

Following the advice of health experts and listening to its customers, EROSKI has become the first distribution company in Spain and one of the first in Europe to remove partially-hydrogenated vegetable fats, a source of artificial trans fats, from its products. Reformulating or replacing products that contain industrial trans fats was a complex process that required considerable work; our suppliers played a very active role with the support of the quality control laboratory. Furthermore, the flavour of products was calibrated during numerous tastings so that consumers felt that the products tasted the same or better than before.

In addition, EROSKI offers solutions with an improved nutritional profile in each product family and category via its EROSKI Sannia brand.

## 3

### Prevent childhood obesity

Childhood obesity represents a huge threat to children. This commitment focuses on being proactive as a prevention measure. As a result, EROSKI is dedicated to promoting the consumption of products at the base of the nutritional food pyramid and improving products found in the higher layers, reducing their calorie, salt, sugar and fat load.

With this aim in mind, EROSKI is committed to working on reformulating its own brand products that are aimed at young children to give them a more appropriate content.

Furthermore, the cooperative puts a special emphasis on boosting training in healthy lifestyle habits for young children and their local environment (school and family). This is particularly emphasised through Energy to Grow, the Educational Programme on Food and a Healthy Lifestyle (PEAHS) run by the EROSKI Foundation. Our aim is to teach over two million children and their families by 2025.

## 4

### Meet specific nutritional needs

EROSKI works to provide solutions to particularly sensitive needs of the population. There may be varied causes:

- Health-limitations due to allergies and intolerances.
- Needs related to different life stages; solutions are adapted to different stages in life from infancy to the aged.
- We even offer solutions for different lifestyles that aim to achieve healthier and more sustainable eating habits.

This commitment shows the cooperative's willingness to meet the needs of people who have specific food requirements so that their range of products are safe, sufficient for ordinary shopping needs and within a obtainable price range.

Specifically, in addition to a range of over 2,500 leading brands, it has 550 own brand gluten-free products that are 30% cheaper. Furthermore, during 2018 the cooperative will launch a new range of specific EROSKI brand gluten-free products.

# 5

## Encourage responsible consumption

Besides being healthy and balanced, food consumption also ought to be responsible and sustainable. EROSKI is committed to improving the impact it has on its local environment by enhancing its processes, facilities and products from a financial, social and ethical sustainability perspective. The sustainable use of resources, reducing our ecological footprint, promoting a circular economy, preventing climate change, defending biodiversity, etc. These are all essential needs that EROSKI includes in its fifth commitment. The cooperative will continue to reduce the ecological footprint of its stores, logistics fleet and products.

EROSKI has improved the energy model used in its next generation stores, setting up a eco-efficient prototype store that reduces energy consumption by 60% in comparison to a conventional supermarket. EROSKI is expanding this new energy model to all its new openings and refurbished supermarkets and hypermarkets to transform them into the next generation of stores.

Investment, restructuring the logistics map and automating processes in our platforms over the past few years have led to a 27% overall improvement in logistics efficiency along the whole supply chain.

# 6

## Offer more local products

More sustainable food doesn't just refer to environmental aspects but social aspects too. Social and economic development of the local environment, boosting employment and local wealth and respecting local gastronomic culture are included in EROSKI's sixth commitment to Health and Sustainability. The cooperative broaches these factors from the perspective of a distribution company with a close, supportive relationship with local agri-food suppliers and a wide, varied range of over 20,000 local products from 2,000 small producers. It takes the approach of an agent of social change, involving itself in social, cultural and community aspects of the areas where it operates. Furthermore, from the beginning, it returns a significant part of its business profit to these areas.

EROSKI stores have a relevant selection of different, local ranges in each product category that are sourced from the local area in every territory.

# 7

## Make it easy to eat well at low prices

EROSKI wants to be a force that democratises health and sustainability and this is the aim of its seventh commitment. The cooperative aims to reduce the price barrier commonly found in the market that can make it difficult to access certain necessary food types that are part of a balanced diet. To do this, EROSKI is committed to offering products that are needed for a balanced, responsible diet at accessible prices as well as developing customised savings offers for its Client Partners on healthier, more sustainable products.

# 8

## Encourage a healthy lifestyle

EROSKI is committed to offering clear, transparent information on everything concerning its business (labelling, brochures, magazines, etc.), providing information and recommending the best options. To do this, it has created a series of tools that encourage making consumers more informed about their food choices. Only an informed consumer can make rational decisions.

**01.** Maximum clarity and transparency in the information given on packaging. Back in 2007 EROSKI was already a pioneer in informing clients when it included traffic light nutrition labels on the front of all its own brand packaging. This system means that, at a quick glance, consumers know the amount of calories, sugar, fat, saturated fat and salt in a product, as well as their percentage of the recommended daily amount via the green, yellow and amber colours. Furthermore, the traffic lights are accompanied by other nutritional information symbols that state the nutrients in specific products and their origin, plus any ingredients that may cause intolerances.

**02.** Listen to partners and other interest groups to improve.

# 9

## Care for ourselves as workers

As a cooperative, workers play a unique and vital role and are an end in itself. Training in health, sustainability, wellbeing and promoting a healthy lifestyle comprise the ninth commitment to improving workers' quality of life and to help them provide better customer service.

In recent years, EROSKI has increased the resources it spends on training people:

- 01.** Improved customer service. Workers are trained in health and sustainability. In 2017 alone, EROSKI ran over 122,000 training hours for more than 6,300 people. Standard training includes health and sustainability content. The training received by workers results in improvements to their quality of life and means they can provide a better service and advice to customers.
- 02.** Improve the quality of life as workers. Offering training, assessment, activities, programmes and various tools for workers and their families, aiming to improve their eating habits and sustainability.

# 10

## Act with clarity and transparency

As a consumer cooperative, EROSKI has always stood out for its training activity and work to inform consumers to help them make healthier and more sustainable choices. The cooperative boosts this training via the EROSKI Foundation and EROSKI Club.

For over 40 years it has communicated via its Consumer magazine and the website [www.consumer.es](http://www.consumer.es).

It also develops its vocation for encouraging healthy eating and a healthy lifestyle among the population through the EROSKI Foundation Food School which actively collaborates with health and food professionals to be permanently up to date, contributing to disseminate this message within the sector and offering thorough, modern information to professionals. The Food School creates a wide variety of content and organises events to spread its information. And, since 2009, aiming to be a place where ideas can be exchanged, the EROSKI Foundation has promoted conferences that are attended by healthcare professionals and members of the population who have concerns and particular needs related to health matters.