



The award has been given by consumers

EROSKI CHOSEN BEST ONLINE SUPERMARKET FOR THE THIRD CONSECUTIVE YEAR

- EROSKI Online has received the 'WebShop of the Year' award in the online supermarket category
- Consumers voted on the quality/price ratio, the choice of products, customer service, order delivery, promotions or user experience, amongst others

Elorrio, 23 October 2019.- Consumers have chosen [EROSKI's Online Shop](#) as the best online supermarket in Spain for the third consecutive year. An award which EROSKI received this morning during the [Shop of the Year Awards 2019-2020](#) ceremony held in Barcelona.

EROSKI has won the 'WebShop of the Year' award in the online supermarket category. This award is given by consumers who vote according to their level of satisfaction and their overall rating of the supermarket. It is the most important consumer event in Spain and one of the main market surveys of the retail sector.

Voters rated variables such as the quality/price ratio, the choice of products, customer service, order delivery, promotions and offers, forms of payment or user experience, amongst others.

"Our online supermarket is easy and intuitive and has a wide range of products with an adequate mix of own brand and manufacturer brand products so as to provide consumers with greater freedom of choice and a sustainable shopping basket. Once again they have recognized our commitment to digital transformation aimed at a multi-channel proposal which responds to consumers with innovative solutions which improve their global shopping experience. At EROSKI we work hard to make good use of the opportunity offered by the new technologies to strengthen and generate new forms of relationship with a consumer who is now moving fast towards omnichanneling", EROSKI's Online Business Manager, Mari Mar Escrig, said.

EROSKI
Corporate Communication

Phone: 946 211 214

comunicacion@eroski.es

EROSKI – PRESS OFFICE
CONSEJEROS DEL NORTE
JOANA G. LANDAZABAL
EDURNE IZQUIERDO

Phone: 944 158 642

[online press room](#)



EROSKI'S online business model presents a proposal perfectly aligned with the omnichannel strategy. It is a proposition in keeping with consumers' expectations which provides the commercial advantages of physical stores in an online supermarket, guarantees a uniform shopping experience amongst channels and offers the opportunity to collect the shopping immediately and free of charge (by car and on foot) in less than 4 hours through their more than 50 collection points for online food orders.

New facilitators to shop online

Moreover, it has facilitators (latest orders, lists, usual shopping, etc.) which help do the shopping in a short time. In recent months EROSKI has carried out improvements in this regard. To be precise, they have implemented a product rating model with verified opinions so as to give customers the opportunity to share their experience with the products they have purchased and help other users with their shopping choices. *"We have 1,500 rated products and more than 95% of our own brand products have obtained a very positive rating",* Mari Mar Escrig pointed out.

Likewise, EROSKI has further developed the search engine of the online shop. As a result, it now offers more accuracy in the suggestions for results due to the fact that the personalized searches include the customer's purchases both in the physical store as well as online.

EROSKI

Corporate Communication

Phone: 946 211 214

comunicacion@eroski.es

EROSKI – PRESS OFFICE CONSEJEROS DEL NORTE

JOANA G. LANDAZABAL
EDURNE IZQUIERDO

Phone: 944 158 642

[online press room](#)