

The award recognizes their commitment to healthy eating

EROSKI RECEIVES THE NAOS AWARD FOR THE BEST BUSINESS INITIATIVE

- EROSKI's Chairman, Agustín Markaide, has received the award from the Acting Minister for Health, Consumer Affairs and Social Welfare, Maria Luisa Carcedo
- The jury has awarded this recognition to EROSKI's EKILIBRIA programme, which provides free personalized nutritional diagnosis to consumers
- It is the second NAOS award obtained by EROSKI, as well as three runner-up awards

Madrid, 19 November 2019.- This morning [EROSKI's](#) Chairman, Agustín Markaide, received the *NAOS Strategy Award for Business Initiative* for the [EKILIBRIA](#) programme from the Acting Minister for Health, Consumer Affairs and Social Welfare, Maria Luisa Carcedo.

This [12th edition of the NAOS awards](#) had 93 projects submitted for the various categories. The jury recognized EROSKI with the award to the best business initiative due to their encouraging the population to adopt healthy eating habits with their EKILIBRIA programme. These awards are part of the NAOS Strategy of the Spanish Agency for Food Safety and Nutrition ([AESAN](#)), under the Ministry of Health, Consumer Affairs and Social Welfare, to promote those initiatives whose basic targets include preventing obesity and other related chronic diseases through healthy eating and the regular practice of physical activity.

"Since EROSKI was established 50 years ago, we have maintained a strong commitment to consumers' health and well-being. This responds to our social aim as a consumer cooperative. The contribution to healthy lifestyle habits is therefore a priority at EROSKI and forms part of our daily activity. Therefore, we develop numerous lines of action to offer our clients a healthier life. One of them is precisely our pioneering health programme, which has received the NAOS award today. It offers free personalized information and incentives for healthier and more balanced eating and shopping. This recognition highlights the value of our contribution to the population adopting healthy eating habits and encourages us to continue working along this line", EROSKI's Chairman, Agustín Markaide, said at the NAOS award ceremony held in Madrid today.

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[EKILIBRIA](#) is a pioneering programme in Spain which uses the new information technologies to provide personalized nutritional diagnosis based on the shopping habits of EROSKI's Customer Members. It also has a nutritional calculator to find out the body fat percentage, the total energy expenditure and other indicators which provide a more comprehensive assessment of consumers' nutritional status. This assessment enables consumers to improve the composition of their shopping cart so as to achieve a more balanced combination of products on the basis of their nutritional needs. The programme provides a personalized monthly report where EROSKI's Customer Members can easily find out the balance of their shopping with regard to the different food groups and the adequacy of calories and other nutrients to their needs. Moreover, it is possible to see the improvement over time, as it shows the evolution in the last twelve months.

Likewise, the programme includes a wide range of healthy recipes and a nutritional Q&A section with advice and answers by EROSKI's team of nutritionists.

Second NAOS award obtained by EROSKI

This new NAOS Award joins the one obtained in 2008 for the "EROSKI With You" nutrition and well-being programme which included an improvement in the nutritional quality of their own-brand products by removing partially-hydrogenated vegetable fats, improving the nutritional labelling of their own-brand products with the incorporation of the nutritional traffic lights as well as educational and informational activities for consumers and campaigns to prevent childhood obesity.

In addition to these two awards, EROSKI also received runner-up awards in 2011, 2014 and 2018, confirming EROSKI's sustained and firm commitment to healthy eating. A commitment which has been recorded by EROSKI in their [EROSKI's Health and Sustainability Commitments](#), which were renewed last year. They deal with food safety, the accessibility of healthy food, the promotion of locally produced food as well as education and information on healthy habits and comprise more than 20 lines of action.

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