



Commitment to open innovation and corporate entrepreneurship

**THE START-UP LET'S COOK HAS BEEN SELECTED FOR
THE FIRST EDITION OF THE EROSKI VENTURE PROGRAM**

The selected company offers subscription plans that provide the user with a wide range of recipes as well as ingredients to prepare them

Eroski Venture Program addresses new forms of collaboration with the entrepreneurial sector

The program offers the possibility to validate the solutions together with EROSKI's team

Elorrio, 27 September 2023.- [EROSKI](#) has selected the start-up [Let's Cook](#) in the first edition of the *Venture Program* for both entities to develop a work plan that includes the definition of joint opportunities, the conceptualization of new value proposals as well as their validation. The selected company has an interface that offers subscription plans for different gastronomic menus that provide the user with a wide range of recipes as well as ingredients to prepare them. The aim of *Let's Cook*, in line with EROSKI's values, focuses on saving users' time, offering a healthy and varied diet and combating food waste.

One of EROSKI's objectives with this program is to position themselves as a reference in the entrepreneurial world. *"During the call we received dozens of applications related to process optimization in points of sale and offering a streamlined, frictionless, customized shopping experience to facilitate healthy and sustainable consumption habits, with a focus on new business generation. The selected proposal by Let's Cook brings together several of these elements and allows us to explore how to democratize value propositions that have not reached a large part of the population yet"*, EROSKI's Innovation and Digital Development Manager, David Sanchez, explained.

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"We are really grateful for being the option selected by EROSKI. In the next months we will work with EROSKI on the construction of an even more attractive proposal for our users and all those who value having access to a healthy, varied and convenient diet", its co-founder, Gustav Johansson, said.

Creation of new business models

[Eroski Venture Program](#) is committed to open innovation as the driving force for offering the best solutions to the challenges of the sector and discovering new opportunities in the form of new businesses. The aim of the program is to supplement EROSKI's *corporate venturing strategy through collaborations with solutions that arise from innovative entrepreneurship in relationship models that go beyond the customer-supplier relationship. It is a program aimed at start-ups, entrepreneurs and projects that seek to have a positive impact on the sector's value chain and rely on new, rapidly-scalable technologies that may be supplemented with EROSKI's capabilities, processes and other physical or digital assets. "It represents a point of entry and growth for entrepreneurs to launch, accelerate and scale up their solutions together with one of Europe's largest consumer goods and services retail distribution groups of the cooperative-type and a leader in the sector"*, David Sanchez pointed out.

Due to its methodology and results-oriented approach, the program has the potential to significantly promote the solutions that are generated. Likewise, it helps entrepreneurs to expand their contacts through EROSKI's network and relationship map and will accompany them along the process through continuous monitoring and a *roadmap* tailored to their goals.

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