

Half a century empowering consumers**EROSKI CONSUMER CELEBRATES ITS 50TH ANNIVERSARY AS A CONSUMER INFORMATION AND TRAINING LEADER**

- **EROSKI Consumer is the oldest and pioneering consumer information and training publication in Spain**
- **An internationally renowned leader in accurate information for responsible and sustainable consumption, as well as the most important consumer portal in the country, with over 70 million views a year**

Donostia-San Sebastian, 21 November 2024. - [EROSKI Consumer](#) turns half a century as the main leader in consumer information and training. Today it celebrates its 50th anniversary with an event that brings together EROSKI's consumer members, collaborators, institutional representatives and experts within the sector at the Kursaal Congress Centre in Donostia-San Sebastian.

In 1974, [EROSKI](#) launched the first issue of its Consumer magazine, pioneering consumer information and training in a context (quite different from the current one) in which the knowledge needed for an adequate exercise of their rights and legitimate interests was not easily accessible. It has since played a crucial role in training and information, helping citizens to make more conscious, responsible and beneficial decisions for their wellbeing and for society as a whole, through clear and accurate communication. Its editorial independence, its truthful and useful contents, its entertaining character and free access, especially in subjects related to food and everyday consumption, made the magazine a tool for citizen empowerment from the beginning, promoting informed, sovereign consumers, aware of their power.

In 1998, this mission was consolidated with the evolution of the information project, giving way to the multichannel platform EROSKI Consumer, one of the most important consumer portals in Spanish language in the world. With an enormous amount of information, with over 30,000 pages of content, it offers a digital magazine, profiles in the most relevant mass media ([Facebook](#), [X](#), [Instagram](#), [TikTok](#), [YouTube](#), [Linkedin](#), [WhatsApp](#), [Telegram](#)) and a leading website, making knowledge more accessible to consumers than ever before, as proven by the over 70 million views a year.

EROSKI

Corporate Communication
PATRICIA MARTÍN SANCHIDRIÁN

Telephone: 946 211 214

comunicacion@eroski.es

**EROSKI – PRESS OFFICE
CONSEJEROS DEL NORTE**

JOANA G. LANDAZABAL
EDURNE IZQUIERDO

Telephone: 944 158 642

[online press room](#)



EROSKI Consumer also stands out for the diversity of its contents and formats. It offers information guides, thousands of recipes and is available in the four official languages of the State. Its magazine in print accrues millions of readings a year, supplementing its web presence. Throughout its 50 years of history, it has received prestigious awards and is highly valued for its iconic analyses and comparative studies. In addition, it has great international projection and collaborates with renowned allies, such as Maldita.es, UNICEF and Basque Culinary Center, amongst many others.

Reaching half a century is a milestone worth celebrating, especially in a context where digitalisation has totally changed the consumption of information, but EROSKI Consumer has demonstrated its adaptation capacity and its unwavering commitment to quality information.

During the opening speech of the anniversary celebration event, EROSKI's CEO, Rosa Carabel, pointed out that *"this anniversary not only celebrates our history, but also our evolution and the crucial role that EROSKI Consumer is playing in our current society, with precise and accurate information, in a world where fighting disinformation is a constant challenge"*. Carabel reiterated EROSKI's commitment *"to continue empowering consumers through true and accessible information. Today, more than ever, in an increasingly interconnected world full of challenges for consumers, its role as a reliable and accurate source of information is more important than ever"*.

Throughout the event, experts in various subjects, such as the palaeontologist and writer, Juan Luis Arsuaga; the neuroscientist and engineer, Ana Ibáñez; the manager of the restaurant Elkano in Getaria, Aitor Arregi; and the director general of the EROSKI Foundation, Alejandro Martínez Berriochoa, will deal with key issues about the present and the future of food, such as its importance in human evolution, its influence in the transformation of the brain and the emotions, its relevance in the territory or the eating habits of young people, amongst others. A space for dialogue that seeks to offer innovative approaches and data-based solutions in order to foster consumption habits that benefit people as well as the planet.

EROSKI Consumer's anniversary is not only a celebration of the past, but a reaffirmation of its mission for the future. In an increasingly digital and complex setting, the platform is preparing to continue leading consumer information and training, for a more just and sustainable world.

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Corporate Communication
PATRICIA MARTÍN SANCHIDRIÁN

Telephone: 946 211 214 comunicacion@eroski.es

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642

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