

Commitment to transforming the gastronomic ecosystem

EROSKI EXPANDS ITS COMMITMENT TO BASQUE CULINARY CENTER AND STRENGTHENS ITS FOCUS ON GASTRONOMIC INNOVATION

- **The cooperative is expanding its participation in GOe - Gastronomy Open Ecosystem, reinforcing its involvement in the gastronomic ecosystem promoted by Basque Culinary Center.**
- **The agreement consolidates an extensive strategic collaboration focused on innovation, sustainability and the development of the food sector.**

Elorrio, 16 March 2026.- [EROSKI](#) and Basque Culinary Center have updated their collaboration agreement, aimed at innovation, sustainability and the development of the food sector, expanding its scope to include GOe – GOe is the international hub for innovation, training, entrepreneurship and gastronomic research promoted by Basque Culinary Center.

The two organisations have maintained a close collaboration since 2011, united by a shared vision to promote innovative projects that contribute to transforming the way food and gastronomy are understood. The updated agreement strengthens this strategic alliance and incorporates the GOe - Gastronomy Open Ecosystem as a new platform for joint development. This expansion reinforces the shared commitment of both organisations to the development of the food and gastronomic ecosystem at a time when the sector faces major challenges linked to sustainability, health and competitiveness.

The agreement was signed at GOe – Gastronomy Open Ecosystem, by Asun Bastida, Director of Institutional Relations and Corporate Communication at EROSKI, and Joxe Mari Aizega, Director General of Basque Culinary Center.

Bastida said *“At EROSKI we are firmly committed to helping consumers understand the importance of healthy lifestyle and dietary habits, while also supporting the development of the local agri-food sector. Working alongside a benchmark in gastronomic innovation such as Basque Culinary Center and the GOe enables us to continue promoting initiatives that contribute to a healthier, more sustainable food model aligned with the real needs of society.”*

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Aizega added: *"Having EROSKI as part of GOe allows us to continue advancing our ambition to contribute to the transformation of the food system. Both organisations share the vision of promoting food that is tasty, healthy and sustainable, aligned with the real needs of consumers and the sector, and GOe provides the ideal space to make this possible."*

A track record of collaboration

Over the years, collaboration between EROSKI and Basque Culinary Center has resulted in projects focused on innovation, training and outreach in the field of food and gastronomy.

The two organisations have worked together on R&D&i initiatives aimed at developing value-added products such as the EROSKI Seleqtia range. The partnership has also promoted awareness programmes on healthy lifestyle habits aimed at young people, such as "Chef de la clase", as well as initiatives for consumers in general, including training and outreach projects, workshops and gastronomic experiences. It has also supported the "EROSKI-BCC Onenak" awards, now in their sixth edition, which recognise entrepreneurship and emerging talent in areas such as sustainability, local produce, innovation and health.

The renewal and expansion of the agreement consolidates this long-standing strategic relationship and opens up new opportunities to develop projects that connect knowledge, business and society

About EROSKI

EROSKI is one of the leading retail groups in northern Spain – from Galicia to the Balearic Islands – holding a 12.7% market share in the region. The cooperative is the market leader in the Basque Country, Navarre and Galicia, and co-leader in the Balearic Islands. By the end of 2024, its commercial network comprised 1,502 establishments, including supermarkets, hypermarkets, cash & carry outlets and online supermarkets, as well as petrol stations, sports stores and other non-food businesses. EROSKI has more than 6.4 million customer members and employs over 27,600 people, of whom nearly 9,000 are cooperative members.

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About GOe – Gastronomy Open Ecosystem

GOe – Gastronomy Open Ecosystem contributes, through gastronomy, to creating a delicious future driven by talent, knowledge and innovation. It works closely with institutions and companies to promote food that is delicious, healthy and sustainable. GOe – Gastronomy Open Ecosystem is a project led by Basque Culinary Center as part of a shared strategy supported by the Department of Food, Rural Development, Agriculture and Fisheries of the Basque Government, the Provincial Council of Gipuzkoa and the City Council of Donostia-San Sebastián.

More information about GOe – Gastronomy Open Ecosystem is available at: <https://goe.bculinary.com/>

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