

International Recognition for Own-Brand Products
**EROSKI WINS FIVE AWARDS AT THE PLMA SALUTE TO
EXCELLENCE AWARDS 2026**

- **The international awards recognise the quality, innovation, presentation and value for money of EROSKI own-brand products.**
- **The award-winning products span food, fresh produce and household categories, reflecting the breadth and distinctive nature of the cooperative's own-brand range.**
- **Own-brand products remain one of the main ways families can save money and are a key strategic driver of competitiveness and customer loyalty for EROSKI.**

Elorrio, 27 May 2026.- [EROSKI](#) has received five awards at the international "Salute to Excellence Awards 2026", organised by the Private Label Manufacturers Association (PLMA), one of the world's leading competitions in the own-brand sector, recently held in Amsterdam.

The award-winning products were **SELEQTIA Alicante Nougat 300 g**, recognised in the Desserts category; **EROSKI Extra Virgin Olive Oil Spray 200 ml**, in the Olive Oils category; **Hegemonía Mayor Fino Wine 0.75 l D.O. Montilla-Moriles**, recognised as "Best Value" in the Sweet and Fortified Wines category; **EROSKI Baby Scent Wardrobe Freshener Sachet**, in the Kitchen and Household category; and **EROSKI Octopus Cooked in its Own Juices 250 g**, awarded in the Fish and Seafood category.

The international jury assessed aspects such as product quality, flavour, innovation, presentation, packaging and value for money, with particular recognition given to perceived quality, product development and the strength of the overall proposition. The cooperative has now received close to 50 awards at the PLMA Salute to Excellence Awards over the last decade.

EROSKI's track record in these awards reflects its commitment to an innovative and differentiated own-brand range tailored to the evolving needs of consumers, offering products that combine quality, convenience and competitive value for money. Against a backdrop of greater sensitivity to household spending and increasingly rational purchasing habits, own-brand products continue to play a growing role in shopping baskets as a key way families can save money.

"Own-brand products are a strategic pillar for EROSKI because they allow us to offer innovative, high-quality products at competitive prices, tailored to the real needs of our

EROSKI - Corporate Communications**Department**

Patricia Martín Sanchidrián

Tel: +34 946 211 214comunicacion@eroski.es**INCÓGNITO - Press Office**

Silvia Peralta

Tel: +34 917 379 950

customers. This international recognition highlights the close collaboration between EROSKI and its suppliers to develop differentiated products that deliver value, quality and savings for families," said **Beatriz Santos, Commercial Director at EROSKI**.

Own-brand products are one of the strategic pillars of EROSKI's retail model and a key differentiating factor alongside its commitment to healthy eating, fresh and local products, and innovation aimed at enhancing the shopping experience. With this strategy, the cooperative aims to strengthen customer loyalty and respond to increasingly demanding consumers who are highly focused on value, quality and savings.

About EROSKI

EROSKI is one of the leading retail groups in northern Spain – from Galicia to the Balearic Islands – holding a 12.32% 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 2025, its commercial network comprised 1,508 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 million customer members and employs over 28,000 people, of whom over 8,300 are cooperative members.

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