

EROSKI LAUNCHES 'ROJO CON ROSA', A NEW VIDEO PODCAST EXPLORING THE KEY CHALLENGES OF BUSINESS LEADERSHIP

- **Hosted by EROSKI CEO Rosa Carabel, the new series will bring together leading business figures to share their experiences and discuss the key challenges facing business, the economy and society.**
- **The first episode features José Armando Tellado, Chief Executive Officer of Grupo Central Lechera Asturiana. Future guests will include representatives from companies such as Iberdrola, Vicky Foods and Bodegas Eguren.**

Elorrio, 28 July 2026. [EROSKI](#) has launched **Rojo con Rosa**, a new video podcast hosted by its CEO, Rosa Carabel. The series provides a forum for conversations between business leaders, offering a strategic yet accessible perspective on some of the most significant challenges facing companies and society today. Released monthly, the podcast aims to contribute to the broader business debate through engaging, in-depth conversations with senior executives across industries.

More than a conventional interview, **Rojo con Rosa** offers thought-provoking discussions in which prominent business leaders share their experiences, explore the major transformations shaping the present and future of the economy, and discuss topics such as leadership and people management, innovation, sustainability, consumer behaviour, competitiveness, social impact, and regional economic development.

The inaugural episode features **José Armando Tellado**, Chief Executive Officer of **Grupo Central Lechera Asturiana**. Together with Rosa Carabel, he explores society's relationship with food; the roles of food businesses, farmers, and the wider value chain; rural communities and generational renewal; sustainability; and purpose-driven leadership, among other topics. Over the coming months, the video podcast will also welcome other leading business figures, including the CEO of Iberdrola España, the Chief Executive Officer of Vicky Foods and the CEO of Bodegas Eguren.

*"Businesses have a great deal to learn from one another. Sharing experiences, comparing perspectives, and speaking openly about the challenges we face help us make better decisions and enrich the business debate. With **Rojo con Rosa**, we want to create a thoughtful, practical and inspiring space for dialogue among leaders who share a*

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commitment to building more competitive, innovative and socially responsible businesses," said **Rosa Carabel, CEO of EROSKI**.

Each episode will run for approximately 30 minutes and will be available across EROSKI's digital channels, together with a dedicated section on the corporate website (<https://corporativo.eroski.es/noticias-eroski/>). With this initiative, the cooperative is further strengthening its commitment to creating high-value content that encourages knowledge sharing and contributes to the discussion of the major challenges facing today's business world.

About EROSKI

EROSKI is one of northern Spain's leading retailers — from Galicia to the Balearic Islands — with 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. At the end of 2025, EROSKI's omnichannel network comprised 1,508 outlets, including supermarkets, hypermarkets, cash-and-carry stores, online supermarkets, opticians, sports stores and other non-food activities. EROSKI has more than 6 million customer-members and employs over 28,200 people, of whom over 8,300 are cooperative members.

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