



Influence / Food / Community

**EROSKI LAUNCHES "SOMOS INFLUENCIA 2026", THE FIRST
EVENT TO BRING TOGETHER INFLUENCERS, FOOD EXPERTS
AND BRAND AMBASSADORS**

- The "SOMOS INFLUENCIA 2026" event brought together food content creators, influencers, infoencers, brand ambassadors and EROSKI professionals for the first time.
- The event was held at GOe - Gastronomy Open Ecosystem, the international gastronomy innovation hub driven by Basque Culinary Center.
- The programme included the premiere of the documentary "Infoencers" and the presentation of the SOMOS 2026 Awards.

Elorrio, 23 September 2026.- [EROSKI](#) today held "SOMOS INFLUENCIA 2026", a strategic initiative designed to strengthen its leadership in food, influence and community, at GOe - Gastronomy Open Ecosystem, the international hub for gastronomic innovation, training, entrepreneurship and research driven by Basque Culinary Center.

For the first time, the event brought together food and lifestyle content creators, influencers, infoencers, brand ambassadors and EROSKI professionals in a single space to reflect on the role of influence in the present and future of food.

The initiative goes beyond the format of a conventional event to become a brand-positioning platform that connects some of EROSKI's key strengths: its long track record as a positive influence in society, its leadership in responsible food, and the strength of its "SOMOS" brand ambassador community, made up of company professionals.

SOMOS INFLUENCIA 2026 aims to showcase a diverse community of content creators specialising in food, lifestyle and gastronomic outreach, together with brand ambassadors

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and EROSKI professionals, capable of driving conversations and behaviours linked to more conscious, better food choices. Participants included profiles such as (@boukie), Hoy Comemos Sano (@hoycomemossano), Pepe y Lucas (@pepeylucas), El Brasas (@el__brasas) and Belén Roldán (@elhambredevivir).

"SOMOS INFLUENCIA 2026 was created to recognise those who, every day, spark conversations, inspire habits and help build a closer relationship with good food. With this event, we want to celebrate the role of our SOMOS brand ambassador community and bring them together with expert professionals we call 'infofoodencers' and professional content creators who share a way of influencing based on authenticity, closeness and values," said **Ainhoa Oyarbide Mendieta, Brand and Communications Director at EROSKI.**

Infofoodencers premiere and presentation of the SOMOS 2026 Awards

The day included an institutional welcome from EROSKI's management, the exclusive premiere of the documentary Infofoodencers, and recognition of the key achievements and actions carried out over the past year through the activity of the SOMOS community.

The awards ceremony was one of the highlights of the event, with 21 accolades presented across categories including *"Las imparables del engagement"*, *"Las más activas"*, *"Sabias de SOMOS"*, *"Espíritu de comunidad"* and *"Creatividad con propósito"*. These awards aim to showcase EROSKI's values through the best posts and turn award winners into role models for the whole community.

Beyond the event itself, SOMOS INFLUENCIA 2026 was created with the aim of driving conversation about food and recognising the contribution of those who, from different fields, promote habits and consumption choices aligned with better, more responsible food that is accessible to everyone.

SOMOS INFLUENCIA 2026 also seeks to publicly recognise the contribution of the SOMOS community, strengthen its sense of belonging and reinforce the bond between the brand and people.

More information about the *Infofoodencers* project is available at the following links: <https://www.youtube.com/eroski> and <https://www.eroski.es/infofoodencers/>

About EROSKI

EROSKI is one of northern Spain's — from Galicia to the Balearic Islands — leading retailers 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 and online supermarkets, as well as optical centres, sports stores and other non-food businesses. 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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