

## **EROSKI OPENS A NEW SUPERMARKET IN PALMA DE MALLORCA**

- **The new store has a specialist fresh food range and focuses on local products.**
- **It has a sales area of 736 square metres and employs 20 people.**
- **EROSKI works with around 530 partner companies in the Balearic Islands, with purchases worth €122 million, and sells some 2,000 products from the region.**

**Palma de Mallorca, 8 October 2026.** [EROSKI](#) has opened a new supermarket at 32 Carrer Maria Antònia Salvà in Palma de Mallorca. The store, which operates under the EROSKI city banner, has a sales area of 736 square metres.

The opening has created 20 jobs. The workforce has received 170 hours of training to help it offer customers better solutions and build on the self-management of the teams of professionals working in the store.

Its focus on savings is most evident in EROSKI Club, the loyalty programme for its customer members. It offers very attractive promotions alongside all the benefits of the Travel Club programme, and has more than 429,000 members in the Balearic Islands.

### **Local fresh produce takes centre stage**

Alfredo Herráez, Director of Supermarkets at EROSKI in the Balearic Islands, said: *"This new store we're opening in Palma de Mallorca will have a wide selection of Balearic products. Not only is it one of our hallmarks as an organisation, it's also a major draw for our customers."*

EROSKI works with more than 130 small agri-food producers in the Balearic Islands, and their products have prominent displays in every section of its stores. EROSKI's commercial policy gives the strongest possible boost to local economies, generating wealth locally and contributing to agri-food, economic and social development. The model fosters a highly diversified production base, which is key to the sector's sustainability.

Another of its hallmarks is its focus on personalised customer service, with the addition of counters in the butchery and deli sections.

Health food and organic products also have their place in the new supermarket, with areas that bring together all the latest food trends. The section also has a wide range of products made specifically for food intolerances (gluten, lactose, etc.) and for low-fat, low-sugar or low-salt diets.

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### **More efficient and sustainable**

The store is also more environmentally sustainable. Its new store model includes improvements to air conditioning, industrial refrigeration and lighting. More efficient, less polluting refrigerants, closed refrigerated display cabinets and LED lighting are just some of the innovations that minimise the store's environmental impact. They also make the light and temperatures more pleasant for customers. EROSKI's new-generation stores are more eco-efficient and have energy-efficiency measures that cut their energy use compared with a conventional supermarket.

### **EROSKI in the Balearic Islands**

Overall, EROSKI works in the Balearic Islands with around 530 partner companies, with purchases worth €122 million, and sells some 2,000 products from the region. At the end of 2025, EROSKI's network in the region stood at 184 outlets, including food stores and petrol stations, as well as the [online](#) supermarket.

### **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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