

Innovation applied to the shopping experience**EROSKI GROUP ADDS BIZUM PRESENCIAL AS A NEW WAY TO
PAY IN ITS STORES**

- **The Group is putting itself at the forefront of food retail by bringing this new digital payment method to its physical stores.**
- **The service, available exclusively for the food business, has begun rolling out at Caprabo and will be extended gradually to the rest of EROSKI Group's retail network.**
- **With this initiative, EROSKI Group widens the payment options open to its customers and responds to demand for new digital solutions that are fast and simple.**

Elorrio, 20 October 2026. [EROSKI](#) Group is taking a new step in its strategy of innovation applied to the shopping experience by adding Bizum presencial as a new payment method in its food stores. The service is already available at Caprabo in Catalonia, and it will reach the rest of mainland Spain and the Balearic Islands gradually, depending on how widely Bizum presencial is available across the different banks.

With this initiative, EROSKI Group positions itself at the forefront of payment innovation in food retail. It is responding to changing consumer habits and to growing demand for new digital payment options that are simple and fast.

Bizum presencial widens the options open to customers when they pay for their shopping. The new service fits into the usual payment process without changing how checkout staff work, so each consumer can choose the digital payment method they want to use.

To use Bizum presencial, a customer's bank must have the service enabled.

Innovation that responds to new consumer habits

The rollout of Bizum presencial is part of EROSKI Group's drive to adopt technology that gives customers tangible value and simplifies their shopping experience. It reflects a vision that puts people and their changing needs at the heart of the Group's technological transformation.

This philosophy is in line with EROSKI Group's innovation strategy, which sees technology not as an end in itself but as a tool that should have a real impact on both the shopping experience and the business itself.

**Grupo EROSKI – Head of Corporate
Communications**

Patricia Martín Sanchidrián

**Tel:
+34 946 211 214**

comunicacion@eroski.es

INCÓGNITO – Press Office

Silvia Peralta

**Tel:
+34 917 379 950**



Enrique Monzonis, Director of Innovation and Technology at EROSKI Group, said: *"Shopping and payment habits are changing fast, and our aim is to support our customers through that change with solutions that make their day-to-day lives easier. Bizum presencial lets us offer an additional option that is simple and suited to an increasingly digital world, bringing innovation to something as everyday as paying for the shopping."*

Enrique Monzonis added: *"For EROSKI Group, innovating means identifying new needs and turning technology into useful solutions for people. Adding Bizum presencial is precisely in keeping with that philosophy: widening our customers' choice and moving towards a shopping experience that is increasingly convenient, fast and simple."*

Gradual rollout across the food network

In this first phase, Bizum presencial will be linked exclusively to the food business and will not cover Forum Sport or petrol stations. The rollout has begun at Caprabo in Catalonia and will be extended gradually to the rest of mainland Spain and the Balearic Islands, depending on how widely the service is available across the different banks.

With this new payment method, EROSKI Group continues to advance its strategy of technological transformation and innovation. In 2025 the Group put €21.14 million into innovation and development projects, 35% more than in 2024, with initiatives in areas such as digitalisation, artificial intelligence, automation and improving the shopping experience.

This commitment is part of a broader technological transformation, in which EROSKI Group expects to invest more than €100 million between 2024 and 2026, with a focus on automation, digitalisation and advanced use of data.

About EROSKI Group

EROSKI Group 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.