EROSKI MAKES IT SNOW IN BILBAO TO WELCOME A "REAL" CHRISTMAS

- **The First Great Snowfall brought around 150 people together in Bilbao for an experience of food, music, gifts and solidarity to celebrate the start of the festive season.**

- **EROSKI chose the event to present its campaign "We wish you a Merry Christmas (for real)", which champions a way of celebrating that is real, warm and does not require everything to go perfectly.**

- **Hosted by Ane Igartiburu and Aratz Lakuntza, the event also saw the exclusive premiere of one of the campaign's ads.**

Elorrio, 12 November 2026. Bilbao enjoyed a very special foretaste of Christmas this afternoon. EROSKI made it snow right in the city centre with The First Great Snowfall, an experience held at YIMBY Bilbao that brought around 150 people together around a programme combining food, music, lighting, visual effects and plenty of surprises. The event, hosted by Ane Igartiburu and Aratz Lakuntza, drew mainly EROSKI customers, along with content creators and SOMOS ambassadors.

The organisation Nahiarte, which works with the creative talent of people with psychological and/or intellectual disabilities, brought a wave of solidarity to the event, and everyone who attended took home a bag designed by the group.

A real Christmas, not a perfect one

The First Great Snowfall was also the setting EROSKI chose to present its 2026 Christmas campaign, under the slogan "We wish you a Merry Christmas (for real)", and to give an exclusive first look at one of the ads that will be part of it. With this campaign, EROSKI wants to champion a Christmas that is real, warm and free of frills, where everything does not need to go perfectly for people to enjoy what matters most. Getting together with loved ones, sharing moments, enjoying time around the table and having solutions that make organising the festive season easier are some of the values at the heart of the cooperative's message.

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Ainhoa Oyarbide, Director of Brand and Communications at EROSKI, said: "With The First Great Snowfall we wanted to spark the excitement of this time of year. And to do it from a very real point of view, the same one that inspires our campaign. Because it doesn't all have to go perfectly for it to be special. In the end, what we remember are the times we get together, what we share and those small details that make these days worthwhile."

Food, music and solidarity

The event had a strong food element, with Christmas products on show, and the music came courtesy of DJ Flaca, star of the documentary Infoodencers. Backed by EROSKI, the documentary explores who really influences the way we eat and was presented recently.

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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