EROSKI OPENS A NEW FRANCHISED SUPERMARKET IN BEGÍJAR, JAÉN

- **The new EROSKI city offers a full food service with manufacturer brands, a quality own brand and more than 4,000 products.**
- **EROSKI is keeping up the momentum of its franchise model as it consolidates a network of more than 600 franchised outlets across Spain.**

Jaén, 26 November 2026. EROSKI has opened a new supermarket at Avenida de Andalucía, 11, in the town of Begíjar (Jaén). The store, which trades under the EROSKI city banner, offers personal service and a strong focus on local products and seasonal fresh produce, with more than 300 products. It also promotes healthy eating and brings new ways to save on the daily shop. The store employs six people.

The new supermarket has a wide range of products from leading manufacturer brands, own-brand products and local producers across its 280 square metres of sales floor. It also offers a wide choice of fresh food, especially local seasonal fruit and vegetables, while healthy products play a bigger role with a broad range of organic options. The store also sells freshly baked bread and pastries to give customers the very best in freshness.

New offers and promotions will come round every month to help consumers save money. EROSKI Club, the loyalty programme for the brand's customer members, is the foremost example of this focus on saving. It offers very attractive promotions, as well as all the benefits of the Travel Club programme. Over 6,500 consumers are customer members of the cooperative and already enjoy the benefits of EROSKI Club in the province of Jaén.

EROSKI opened 46 franchises in 2025

EROSKI opened 46 franchises in 2025, with total investment of more than €9 million and the creation of 276 new jobs. This expansion, together with the transformation of its company-owned stores, adds momentum to the 'Contigo' retail model that characterises EROSKI stores.

EROSKI is keeping up the momentum of its franchise model, building on a network that now tops 600 franchised outlets across Spain. During the 2026 financial year, the cooperative expects to open more than 50 new franchises. Its network will keep expanding, with a strategic focus on Catalonia, the Basque Country, Andalusia, Madrid, Castilla-La Mancha, the

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Balearic Islands, Galicia and the Levante region, in line with its strategy of sustainable, local growth.

Recognised at prestigious awards

EROSKI won the award for best franchise in the 'Supermarket Franchises' category at the 'Retailer of the Year 2025-2026' awards. The awards are decided by consumers in Spain's largest consumer competition, which is also one of the biggest market studies in the retail sector.

EROSKI has also received the 'Franchise with the Best Track Record' award at the 2024 Salón FrankiNorte in Vitoria, presented by the Asociación Española de Franquiciadores (AEF), the Spanish franchise association.

One of EROSKI's franchisees was also named 'Best Franchisee of the Year' in the food category by the AEF. The award recognises the franchisee's daily work and how they embody the values behind EROSKI's approach to franchising, reflecting the effort put into training and ongoing advice for franchisees. The values that set EROSKI apart are successfully passed on across the whole network, backed by a solid marketing plan for EROSKI franchises.

Collaboration agreements

The cooperative maintains its collaboration agreement with the Confederación Española de Asociaciones de Jóvenes Empresarios (CEAJE), the Spanish confederation of young entrepreneurs' associations, to support and boost entrepreneurship among young business owners and the self-employed. As well as underlining its support for entrepreneurs, EROSKI aims to help develop the local economy in Spain's regions.

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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