


www.sanlucar.com



**All you ever wanted to know
about SanLucar.**

SanLucar. Passion You Can Taste.



1. "So who or what is SanLucar?"

2. "What is so special about SanLucar? What can you do any better than others?"


3. "Why does SanLucar often cost more than other products? Is it really worth every cent?"

1. "We are a company located in Puzol, near Valencia, which was founded by Stephan Rötzer, the son of a fruit and vegetable merchant from Munich, Germany. With over 100 producers in over 30 different countries around the world, it is our goal to offer you only the best of the best. Exactly the way we most like our fruit and vegetables. Incidentally, we share this attitude with countless consumers in many European countries who are satisfied SanLucar customers. All of us put together make up a large movement demanding only the best fruit and vegetables."

2. "The best way to decide whether or not we are the better choice is to compare our fruit and vegetables to what others are offering. In any event, we do many things differently. For example, we place an especially high demand on quality; we want fruit and vegetables that taste the way they should, healthy through and through and, because of freshness, simply looking appetizing. That's why we only work with partners who grow their products exclusively with quality in mind, and are not geared towards industrial type quantities. Of course, we pay our growers an appropriate price so that they are able to produce this type of quality. That's our understanding of fair trade."

3. "Yes. You can surely tell the difference between hand-crafted shoes and those produced industrially. It's similar with fruit and vegetables. People like us, who put so much passion and a love for detail into growing products, those who hand-select the fruit nature has to offer, those who only harvest when the products are ripe, and who prefer to avoid huge harvesting quantities, in order to provide the fruit with only the best, of course we produce at a higher cost. But the result is a quality standard that is well worth the price. That's why, in the end, SanLucar is actually reasonably priced."






4. "Perfectly ripe and always awesome flavor. How do you do that?"

5. "The whole world is talking about organic products. What do you have to say about the subject?"

4. "In short: We don't harvest until the fruit is ripe enough. That sounds very simple, but it's not. What's more, we work according to a well thought-out freshness logistics concept so that our fruit and vegetables always arrive at your location quickly. Take, for example, our famous SanLucar grapes from Italy. They are harvested in the morning, packed right on the field and are often at your merchant's store the very next day. Incidentally, after the fruit picker, you are only the second person to handle the grapes. It doesn't get any fresher than that. However, you should play your part, too. It's best to buy fresh fruit and vegetables more than once a week. Fruit and vegetables that may last well for days in your kitchen are not always products which were harvested at the best possible time."

5. "The fact that products are organically grown does not necessarily influence their quality or taste. We at SanLucar, though, do want our fruit and vegetables to be healthy and for them to taste great. That's why we use natural growing methods. That means we only grow our fruit and vegetables in regions that have a tradition for the most tasteful varieties, where the climate, the soil and the water conditions are optimally matched for the varieties being grown. Only there, in places with the most natural conditions and where you can take advantage of the full power of nature. Because mother nature best knows how to produce tasty fruit."





6. "I place high value on healthy fruit and vegetables. What do you do to offer me that?"

7. "SanLucar Fruit and Vegetables. Wash them first, or go ahead and nibble?"

8. "SanLucar sounds so Spanish. Where do the products come from?"


6. "We, too, place very high value on that aspect. And, to be extra sure, we carry out more inspections than almost anyone else. Even though legislation and commerce have already placed extremely high demands on fruit and vegetables, we are still not satisfied. With the help of independent institutes, we inspect our products during the various growing phases: before the products are harvested and even afterwards. That way, we can truthfully say that all of our products were inspected for residues and that they are healthy. Therefore, we were not surprised when our tomatoes and strawberries from Spain received the Öko-Test "excellent" stamp of approval. This means that you can continue to savor SanLucar products without any reservations."

7. "On one hand that's up to you, and on the other it depends of course on the product. With goods that are well packed and protected, such as our delicious berries, you can certainly feel free to enjoy them immediately. For unpacked goods, such as grapes, we don't know either whether or not the goods have been handled by someone else at the supermarket before you.

It's never a bad idea to wash unpacked goods well first before you start nibbling away."

8. "We named ourselves SanLucar because we wanted to bring you somewhat closer to the Mediterranean quality of life and joie de vivre. Our products come from over 30 different countries. Namely from those places where they are naturally ripe and fresh for harvesting. While the apple trees are still in blossom in Styria in southeast Austria, we can already harvest the freshest and most delicious tasting apples in South Africa or in New Zealand. This way, we can bring freshness from around the world to your home."





9. "What can be purchased under the SanLucar name?"

10. "And where can I get these products?"

9. "SanLucar is the brand with the widest assortment of fruit and vegetables. Currently, we offer over 70 products and varieties from A as in apple to Z as in zucchini. And we are still searching in order to offer you the most extraordinary fruit and vegetable products the world has to offer. On the next page we've listed our product groups. Feel free to ask your supermarket to order more products."

10. "Basically, everywhere, where a high level of value is placed on the best fruit and vegetables. Whether in a specialty store, in a supermarket or at a farmer's market. Unfortunately, we don't have enough space here to list all of the places. Your best option is to visit us online at www.sanlucar.com. There, we have compiled a list of merchants for you."

Still have questions?

If you'd like to learn more about anything that has not been discussed here, we'll be pleased to send you more information. Simply direct your questions to us online. Write to us at info@sanlucar.com and you will receive an answer very quickly. We look forward to hearing from you.





SanLucar's Assortment of Products

- | | |
|---------------|--------------------|
| Fruit: | Vegetables: |
| Pineapples | Eggplants |
| Apples | Avocados |
| Apricots | Chinese cabbage |
| Pears | Cucumbers |
| Blackberries | Bell peppers |
| Tangerines | Lettuce |
| Strawberries | Asparagus |
| Figs | Potted herbs |
| Grapefruit | Tomatoes |
| Blueberries | Zucchini |
| Raspberries | |
| Currants | Other: |
| Kakis | Peanuts |
| Cherries | Olive oil |
| Kiwis | |
| Mangos | |
| Melons | |
| Nectarines | |
| Oranges | |
| Peaches | |
| Plums | |
| Gooseberries | |
| Grapes | |
| Lemons | |



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