



MAYA THE BEE HAS A TASTE FOR SANLUCAR'S SWEET BERRIES

- The promotion for the cinema start of "Maya the Bee - The Honey Games" awakens children's and parents' appetite for tasty fruits and healthy nutrition

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SanLucar, the premium brand for fruit and vegetables, and Maya the Bee are taking off for a joint flight to fruit enthusiasts of all ages.

Concurrent with the release of "Maya the Bee - The Honey Games", the darling of the public is laughing on the labels of SanLucar's strawberries, raspberries, blackberries and blueberries.

The cooperation with the film producer Studio 100 runs in Germany and Austria until the end of May. In recent years, similar promotions have always proved to be a success.

"Whether Paddington Bear, Shaun the Sheep, Heidi, Kung Fu Panda, Ice Age or now Maya the Bee; characters from popular animated movies are ideal ambassadors for our concern to make children enjoy the food that contains the vitamins and nutrients they need for their development and growth," says Michael Brinkmann, CEO of the SanLucar Group.

On top of that, the cheerfully buzzing Maya the Bee also stands for the protection and care of natural resources in agriculture. Fruit and vegetables are cultivated by SanLucar as naturally as possible. Therefore, bees play a key role, for example when they pollinate plants in the greenhouses in Tunisia or Spain. Measures such as the coloring of the ends of the transparent tunnels in which the berries are grown make it easier for bees to orientate themselves better during the flight.

Taste in harmony with people and nature – that is the philosophy of SanLucar that guides the company's activities. In order to enable consumers to see for themselves, SanLucar is raffling off a trip to Andalusia and the SanLucar strawberry-growing region of Huelva near Seville. The journey for four people is part of the Maya the Bee promotion. Information on the prize draw and participation can be found at www.sanlucar.com.





About SanLucar

SanLucar is a premium global brand for fruit and vegetables with offices in Germany, Austria, the Benelux countries, Spain, Ecuador, South Africa and Tunisia. The company employs around 2,500 people, the majority working on the company's farms across three continents. For 2017, the company plans to achieve a turnover of 400 million euros. With a range of around 90 fruit and vegetable products from over 35 countries, SanLucar is the brand with the widest assortment in the market. Working under the motto "Taste in harmony with people and nature", SanLucar is a responsible company on the worldwide fruit and vegetable market and is currently expanding into the Arab Gulf States, Russia, China and Canada.

If you wish to receive more information, please do not hesitate to contact us:

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