



SANLUCAR OPENS OFFICE IN DUBAI

- Higher customer proximity and increased presence in the Arab Gulf States

(Dubai, 26th of June 2018).- SanLucar, premium brand for fruit and vegetables, reinforces its commitment in the Arab Gulf States and the Middle East with an office in Dubai. "We are closer to our customers and can therefore respond to their needs even faster and more directly," says the head of the new office Bilal Issa.



Dubai is an interesting market for SanLucar and in addition, it is the commercial hub concerning trade with the Arab Gulf States and the Middle East. "We want to help, getting the fruit and vegetable sector in this region to a new level of quality," says Michael Brinkmann, CEO of the SanLucar Group. „The demand for premium products is growing; with our know-how we help retailers and wholesalers to offer high-quality fruit in an attractive form at the right time."

Left to right: Michael Brinkmann, CEO of the SanLucar Group, and Bilal Issa, in charge of the Dubai site, at the POS in the Middle East

SanLucar products are available in the United Arab Emirates, in Qatar, Saudi Arabia, Oman, Bahrain, Kuwait and Jordan. Bananas, tomatoes and grapes are particularly popular in the Middle East. "The SanLucar brand is becoming more and more well-known," says Bilal Issa. "The number of our customers and our sales are constantly increasing." With the new office in the Jumeirah Lake Towers of Dubai, SanLucar intends to accelerate this development even further.

About SanLucar

SanLucar, the premium brand for fruit and vegetables, is a globally positioned enterprise with subsidiaries in Germany, Austria, Spain, Tunisia, South Africa, Ecuador, Benelux and Dubai. In 1993, the company was founded by Stephan Rötzer in Munich and employs approximately 2,500 people today, the majority of them on the company's own farms on three continents. With a range of about 90 fruit and vegetable products from more than 35 countries, SanLucar is the brand with the broadest assortment in the retail trade. In line with the philosophy "Taste in harmony with man and nature", SanLucar is a responsible player on the global fruit and vegetable market and is currently expanding into the Arab Gulf States, Russia, China and Canada.

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