



SANLUCAR SETS THE COURSE FOR GROWTH IN CHINA

At the Asia Fruit Logistica 2018 in Hong Kong, the premium brand for fruit and vegetables presents innovative know-how and an extended product range

(Valencia, Spain. 27th of August 2018).- Crispy cherries, trees full of oranges and juicy blueberries: Wall-high photos turn the SanLucar stand at the Asia Fruit Logistica '18 into an eye-catcher. From September 5 to 7, the international trade fair brings together the most important companies in the industry in Asia. SanLucar is represented for the fourth time in a row at the event in Hong Kong, this time in Hall 5, Booth N38. As a novelty this year, visitors can easily find out about the premium brand with QR codes and their smartphone, in a quick and comprehensive manner.

SanLucar sees great growth potential in China. The main target markets are currently the metropolises of Beijing, Shanghai and Guangzhou (Canton). "With our own team in China, we hope to be even closer to our customers and better understand their habits and needs in the coming months," says Michael Brinkmann, CEO of the SanLucar Group.

Chinese consumers increasingly expect healthy fruit and vegetables of high quality. With a large selection of more than 90 premium quality products, SanLucar is an ideal partner for supermarkets in China. SanLucar is the only company in the industry to cover the entire value chain: from the exclusive selection of varieties to the development of an innovative presentation at the point of sale.

More information about the SanLucar concept will be available at the Asia Fruit Logistica in Hong Kong.

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 2,800 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 people 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.



SanLucar's newly designed stand at the Asia Fruit Logistica 2018 will be located in Hall 5, Booth N38.

For more information, do not hesitate to contact:

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