



SANLUCAR CELEBRATES ITS 10 YEARS OF PRESENCE IN TUNISIA

- **The company, which is committed to taste in harmony with people and nature, has found the best conditions for this in Tunisia**

(Spain / Tunisia - 03.10.2018). SanLucar, the premium brand for fruit and vegetable, celebrated its 10th anniversary of production in Tunisia with a great commemorative event at the farm La Cinquième Saison in El Hamma in the region Gabés.

1400 people attended the celebration, including employees and their families, the entire management team of SanLucar Tunisia, as well as numerous representatives of the Tunisian economy and government. It was an emotional act in which Yves Graf, the company's responsible in Tunisia, thanked the whole SanLucar team for its endeavour and contribution to the company's development in the country.



Image of the SanLucar tomato crop on the farm La Cinquième Saison, located in the Tunisian region of Gabés

“After 10 years of activity without ever taking anything for granted, we can be proud of the progress of our company in Tunisia. Nowadays, we are presented in the country with the SanLucar farms La Cinquième Saison in el Hamma, Les Perles du Désert in Gabés and Flor’Alia in Bizerte. This success is undoubtedly due to the commitment, the quality and the experience of all the people that are part of the SanLucar team in Tunisia”, explains Graf. “It is precisely by working together and with energy that great things are achieved”, he concludes.

SanLucar is currently employing around 1500 people in the north and south of the country, mainly in the cultivation of tomatoes, grapes and berries. The company is the first one in Tunisia which received the evaluation certification GRASP – which is included in the international standard Global G.A.P. – confirming good social management. With the corporate responsibility programme d.r.e.a.m.s., SanLucar has launched numerous projects of social and responsible action.

In recognition of the company's continuous work to improve the labour conditions of its employees, this year SanLucar has received the National Prize for Social Progress



awarded by Tunisia's president Béji Caïd Essebsi. This validates SanLucar's dedication to act locally and to improve the lives of the local community.

SanLucar in Tunisia

SanLucar began its journey in Tunisia in 2008 when it discovered one of the best areas of the world to cultivate tomato: the region of Gabés, more precisely El Hamma in the south of the country. There is located the oasis La Cinquième Saison. Its soil benefits from the presence of a geothermal water source, which gives the tomato a unique taste thanks to the combination of natural minerals. By using the hot water sources, it is also possible to save a lot of heat energy.

On the Flor'Alia farm in the north of the country, SanLucar cultivates exclusive berry varieties, tested and selected in close cooperation with renowned international institutions. The farm Les Perles du Désert is destined for the cultivation of grapes.

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.

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

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