



## SANLUCAR PRESENTS “WINTER MAGIC” SMOOTHIE

**(Valencia, Spain. 17.10.2018).** SanLucar will exhibit at the Fruit Attraction fair in Madrid once again. This time, the company will present itself with a novelty: The seasonal smoothie “Winter Magic”.

Two years ago, the premium brand for fruits and vegetables launched the new product line consisting of smoothies and natural juices for the German and Austrian market. Now it is the turn of the successful seasonal flavours.



This idea emerged last summer with the smoothie edition “Summer Freshness” offering the taste of freshly picked raspberries. Now it is time for the “Winter Magic”, which will be exclusively introduced to the fair visitors before its commercial launch at the end of October. The product will only be available in the German and Austrian markets.

“Winter Magic” is based on freshly squeezed oranges and accompanied with a hint of cinnamon. This is the perfect combination to prevent colds that often occur when temperatures get lower during autumn and winter. Like the rest of SanLucar’s smoothies and juices, the content of the “Winter Magic” is 100% made of natural fruits and without artificial preservatives or added sugar. It comes in a recyclable glass bottle to preserve the taste and the quality of the product.

Together with the wide range of products that the company produces and distributes, SanLucar will make known this innovation to the visitors from the 23<sup>rd</sup> until the 25<sup>th</sup> of October at the exhibition hall 10 – stand E03.

In an area of 144 square metres, the company will meet with its main partners: Antonio Llusar and Cia; Fresafloor; Frutas Poveda; and the Italian grape producer Giuliano.

### **Participation in Grape Attraction**

SanLucar will furthermore participate at the 5th International Congress of seedless table grapes “Grape Attraction” taking place within the scope of the Fruit Attraction ‘18. During this congress, SanLucar’s grape expert Óscar Salgado will offer a presentation about the production challenges of table grapes in Europe. The speech will take place on Wednesday, 24<sup>th</sup> of October, at 12.15 pm in the Fruit Forum Hall 10 located at IFEMA.



Additionally, Filippo Valenzano will talk about the worldwide production of table grapes and their growth potential. He will participate in the debate as representative of Giuliano, SanLucar's long-standing partner.

### **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.

**Location of SanLucar at Fruit Attraction: Hall 10, Stand E03**

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

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