

## **SANLUCAR AND SANIFRUIT, TOGETHER FOR ZERO-WASTE SOLUTIONS IN THE AGRICULTURAL SECTOR**

**(Valencia, Spain. 14<sup>th</sup> December 2021).**- The companies SanLucar and Sanifruit have signed a cooperation to develop solutions sustainably extending the shelf life of fruit while respecting the health of people and nature.

The two enterprises are thus aligning their strategies and mission to reduce food waste and, consequently, the CO2 emissions.

With this agreement, the premium fruit and vegetable brand SanLucar takes another step in its Corporate-Responsibility-Program DREAMS and contributes to the development of new advances in zero-waste post-harvest handling. These natural solutions preserve the quality and taste of the best fruits while protecting the environment.

"At SanLucar, we want to offer everyone the freshest, most natural and tasteful fruits and vegetables in a way we can be proud of. The philosophy *Taste in harmony with people and nature* guides our daily actions throughout our entire value chain: From field to fork," explains Stephan Rötzer, owner and founder of SanLucar.



"We are convinced that the collaboration with Sanifruit will enable us to continue to successfully combine tradition and innovation in the agricultural sector, and to make significant advances in R&D for the sustainable treatment of our products," states Sonia Mallén, Quality Director at SanLucar.

For both companies, this agreement is of great importance. With this cooperation, they can focus on the use of Sanifruit current solutions on premium fruits and help bringing the health benefits of its developments to more consumers. It is also an excellent opportunity to have numerous possibilities for further innovative developments in the future.

### **About SanLucar**

SanLucar is a global company that is dedicated to bringing people natural joy of life and health in a way it can be proud of. Offering a variety of more than 100 delicious fruits and vegetables from more than 35 countries, SanLucar is the brand with the broadest top-

quality assortment in the German, Austrian and Dutch retail market. The portfolio also includes smoothies, fresh cut, as well as flowers and plants. Currently, SanLucar is expanding into Canada, Italy, England, Scandinavia, Poland, Ecuador, Russia, the Middle East and North Africa.

SanLucar, founded in 1993 by Stephan Rötzer, is headquartered in Valencia (Spain) with over 3,200 employees in Germany, Austria, Benelux, Italy, Spain, Ecuador, Dubai, South Africa, Morocco and Tunisia, both in its office branches and on its own farms. The philosophy "Taste in harmony with people and nature" is the foundation for all actions of SanLucar as well as the basis for many social and sustainable projects.

### **About Sanifruit**

Sanifruit is an innovative biotechnology company with more than 35 years of experience dedicated to the development of natural post-harvest solutions free of phytosanitary residues for healthier and more sustainable fruits. This partnership with SanLucar is an important step in fulfilling the Spanish company's mission: Protecting consumers and the environment.

It was founded by Paco Biel in 1987 with the innovative vision and enthusiasm to create post-harvest solutions for citrus that were respectful of the environment and people, unlike what was traditionally done in the sector. This vision was later transferred to the second generation, with Javier Biel as CEO and Erica Biel as R&D&I and Quality Director, who currently lead the company. This new management expanded the range of bio post-harvest solutions, free of phytosanitary for other products besides citrus such as bananas, stone fruit, melon, and pome fruit. In this way, Paco Biel's enthusiasm can be brought to more places and have an ever more positive impact on people and the planet.



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

**Sonia Gabarda**  
**Press Department SanLucar Fruit**  
**sonia.gabarda@sanlucar.com**  
**Tel. (+34) 96142 40 40. Extension 2410**