



Taste the SUN 

## RED AND SWEET! SANLUCAR AWAKENS THE HUNGER FOR FRUIT WITH THE NEW DISNEY/PIXAR FILM "RED"

**(Valencia, Spain. 17th January 2022).** - Soon everything will be red! Because in the new Disney/Pixar film "Red", the teenage girl Mei Lee turns into a big, red panda bear whenever she gets embarrassed - which is quite often. For the film release on 11.03. exclusively on Disney+, the cute characters from "Red" will decorate not only the SanLucar POS in Germany and Austria, but also packaging labels, tags and posters of the premium brand.

At the center of the promotional campaign, only available in Germany and Austria, there is a competition to win a trip for 4 persons. The winners will enjoy the southern sun near Valencia, and taste fruit in the citrus fields of the Llusar family, SanLucar Master growers. "We love these encounters with our customers. In Spain, they can experience a little of the passion and sustainability with which we grow our fruits and vegetables," says Nuria Pizán, Brand & Creative Director at SanLucar. All fruit is constantly checked, carefully packed, and delivered. In this way, SanLucar ensures that only the very freshest and sweetest fruits reach the stores.



The presence of the friendly "Red" characters on strawberries and other SanLucar fruits will awaken joy and interest in a balanced diet. For years, SanLucar has been expanding its commitment to good nutrition for children. Because as many researches have shown, a wholesome diet at a young age lays the foundation for a healthy life.

From "Red" and the different fruit and vegetable varieties, SanLucar will provide comprehensive sales materials for its German and Austrian retailers. Top signs, displays, and competition folders, as well as social media activities on Facebook and Instagram will be part of the "Red" SanLucar campaign.

**SANLUCAR NEW PROMOTIONAL CAMPAIGN WILL BE ONLY AVAILABLE AT THE POS IN GERMANY AND AUSTRIA**

### 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.

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

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