



## SANLUCAR JOINS A CAMPAIGN IN AUSTRIA TO RAISE AWARENESS ABOUT THE IMPORTANCE OF RECYCLING

- The premium brand for fruits and vegetables encourages consumers to bring their packaging back into the raw material cycle.

**(Valencia, Spain. February 15th, 2022).**- In line with its philosophy "Taste in harmony with people and nature", SanLucar has joined a campaign in Austria to create consciousness about the importance to separate and recycle their packaging waste.

In this initiative, launched by ARA-Altstoff Recycling Austria, the premium brand for fruit and vegetables takes part along with many other organizations based in the country. All of them, committed to the circular economy.

With the slogan "We want your packaging raw materials back", the campaign emphasizes the active role that all - companies and citizens - play in protecting the planet. Even a seemingly small act, such as disposing the packaging in the right container, can help ensure that it returns to the cycle as a valuable raw material.

"At SanLucar, we know how crucial it is to preserve the nature. We therefore place a lot of emphasis on being respectful of the environment and ensure an optimal use of resources. Especially when it comes to packaging," explains Kathrin Ampferl, Packaging Director at SanLucar.

The premium fruit and vegetable brand, which has been a member of the United Nations Global Compact since 2011, is committed to the 17 Sustainable Development Goals (SDGs). As part of this commitment, the company is continuously researching new environmentally friendly packaging concepts for its products.

Among its innovations is the fully recyclable natural paper bag, in which SanLucar sells its grapes as well as other products such as stone fruit and tomatoes. Moreover, the enterprise's latest blueberry packaging is made of 94% FSC-certified paper from sustainable forestry. So wherever possible, the multinational company reduces plastic. However, for reasons of freshness and shelf life, it cannot always do completely without plastic, as with SanLucar "Fresh Cut" fruits. In this case, the product is offered in recycled plastic packaging.



*"We want your packaging raw materials back" is the claim of the campaign which SanLucar takes part in*



"It is absolutely essential that we all do our part and create partnerships with other organizations like ARA. Only then, we can achieve global sustainable development," Ampferl concludes.

### **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 4,000 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 ARA**

Future. Cycle. Economy. For almost 30 years, Altstoff Recycling Austria AG (ARA) has been acting as a driving force in the Austrian waste and recycling industry. ARA is the domestic market leader among the collection and recycling systems for packaging, as well as waste electrical equipment and batteries. It organizes the collection, sorting and recycling of packaging waste throughout Austria. A total of more than 1.9 million collection containers are available to consumers. Along with continuous expansion, the ARA collection system is characterized by a great level of trust and a high acceptance by the population. In 2021, Austrian households collected 1.08 million tons of packaging and paper waste.

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

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