

## SANLUCAR STRAWBERRIES: THE BEST RECIPE TO FALL IN LOVE ON VALENTINE'S DAY

- The premium brand for fruit and vegetables will celebrate the Day of Lovers with a sweet strawberries heart

**(Valencia, Spain. 24 January 2022).**- Exclusively and only for Valentine's Day, SanLucar will surprise consumers in Germany and Austria, with a romantic heart-shaped packaging filled with the sweet and juicy strawberries of the premium brand. A perfect gift to seduce fruit lovers and celebrate 14 February with the best taste.

The intense red color and sweet aroma of SanLucar strawberries will conquer the fruit and vegetable sections of supermarkets. Thus, evoking the sunny lands of Andalusia, where the strawberries of the premium brand are cultivated with great care by the expert hands of SanLucar master growers.

Tradition and experience allow to harvest the sweetest varieties, only when they are at the right point of ripeness. Once harvested, the SanLucar strawberries are gently placed into the charming heart-shaped packaging, where they stay protected and fresh for a longer period.

The SanLucar Strawberry Heart in 300-gram format is a perfect opportunity to differentiate at the point of sale and build secondary placements together with chocolate, champagne, flowers or delicious cake base.



THE SANLUCAR VALENTINE'S DAY CAMPAIGN IS ONLY AVAILABLE AT THE POINT OF SALES 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 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.

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

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