



Taste the SUN 

“FOR THE GOOD OF NATURE - EAT VEGANUARY!” - SANLUCAR MAKES JANUARY VEGAN DELICIOUS

(Valencia, Spain. 28th December 2021).- "For the good of nature - eat Veganuary!" - this is the motto under which SanLucar, the premium brand for fruit and vegetables, is launching in Germany and Austria a sunny promotional campaign in January 2022. Because SanLucar is taking part in Veganuary, the vegan January, and ensuring a colorful variety of fruit and vegetables.

Especially after the turn of the year, many consumers pay more attention to their diet. The vegan lifestyle is becoming increasingly attractive. "We prove that vegan nutrition is super delicious with our fruit and vegetables. Bananas, pineapples, oranges, berries and other varieties are an important source of vitamins, minerals, fiber and phytochemicals", says Nuria Pizán, Brand & Creative Director at SanLucar. "We bring colour to the plate at Veganuary. Because variety is just as important to us as quality."

The extraordinary fruit and vegetable quality of SanLucar has been now confirmed by a survey among customers. They voted SanLucar number one among fruit and vegetables in terms of taste. "The result makes us proud and shows that we are on the right track," says Nuria Pizán: "About 90% associate us with taste, 83% with quality and 80% with sunshine.

Only fruits that are absolutely ripe and delicious are harvested at SanLucar. Everything thrives under environmentally and socially acceptable conditions. SanLucar protects the soil, uses water sparingly and relies on natural plant protection. The best conditions for a sweet Veganuary. SanLucar again provides its retailers with comprehensive sales materials such as top signs, promotional displays, and recipe folders. The campaign is accompanied by social media activities on Facebook and Instagram.





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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