

SANLUCAR LAUNCHES NEW PREMIUM BANANA CONCEPT

In cooperation with ripening specialist vanWylick, the premium brand for fruit and vegetables starts at the end of February the ripening of SanLucar bananas with new innovative technology of sustainable ripening

(Valencia, Spain. February 28th, 2022).- SanLucar bananas grow exclusively in the coastal region of “Los Ríos” in Ecuador where they thrive in a tropical-warm climate that is perfect for bananas. To ensure that they reach the consumer in optimal premium quality every day, banana ripening is a fundamental process in the supply chain. To provide this, SanLucar has found in Germany a strong new partner in vanWylick. Through a modern, sustainable, and careful ripening technology, the company addresses the needs of the fruit and ripens the bananas in a controlled manner. Tests have shown that this leads to a better taste and a longer shelf life.



In traditional ripening systems, the fruit is often ripened according to a predefined scheme, standardized parameters, and a lot of manual work. However, in modern ripening systems it is possible to monitor the process exactly and therefore provide stress-free and careful ripening. The applied technology makes use of intelligent software control which enables dynamic calculation and adjustment of the optimal fruit ripening settings. The system controls permanently all natural air and respiration gases such as oxygen, nitrogen, carbon dioxide and the fruit gas ethylene. Therefore, it can adjust the optimal settings for the fruit that will be ripened. During the entire process, the fruits are placed in a gas-tight, closed chamber in which the respiratory activity and thus the physiological condition of the fruits are continuously measured. The harmonious interaction of oxygen, heat, humidity, and ethylene - while maintaining the CO₂ level - ensures that the bananas develop gently until they are ready for consumption.

The agricultural area also makes a valuable contribution to the special quality of SanLucar bananas. Hacienda Magdalena is located in a region that is particularly well suited for even growth and careful cultivation. The SanLucar bananas ripen particularly uniform for a period of 12-14 weeks in the central coastal region of Ecuador. The temperature and rainfall conditions facilitate a quality-focused and sustainable cultivation. For that reason, fertilizers and pesticides are only used when absolutely necessary. As additional action to



protect environment, native trees are planted along the riverbanks. All in line with the SanLucar corporate philosophy: "Taste in harmony with people and nature". As part of the company's commitment in the region, SanLucar employees receive free meals (breakfast and lunch) and their children benefit from school scholarships, as well as the DREAMS school support program in the surrounding communities.

"With our green products from Ecuador and the new sustainable and careful ripening technique, SanLucar launches a new premium banana. The aim is to convince our customers with quality, appearance, taste, shelf life and a real premium banana during the 12 months of the year", states Armin Rehberg, SanLucar CEO Operations.

In the store, SanLucar is accompanying the sale and presentation of the bananas with secondary placements, as well as promotional actions and materials. The first SanLucar bananas with the new careful and sustainable ripening technology can be expected from the beginning of March.

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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