



COOK DELICIOUS AND WIN!

- **SanLucar invites German consumers to create tasteful meals with the sunny tomatoes from the premium brand and great recipes from the digital platform Kitchen Stories.**

(Valencia, Spain. March 23rd, 2022). - Home-cooked dishes from fresh and high-quality vegetables taste delicious, are healthy and very trendy.

That's why SanLucar, the premium brand for fruit and vegetables, will be offering sunny treats in Germany as of April 11, 2022: With the sun-drenched and aromatic SanLucar tomatoes and the step-by-step recipes from the digital cooking platform Kitchen Stories, it's really simple to prepare appetizing meals.



"It is our vision to bring people natural joy of life and health. And the best way to do so, is to cook something delicious yourself using as ingredient our intensely flavorful tomatoes. The result just tastes twice as good!" finds Nuria Pizán, Brand & Creative Director at SanLucar.

SanLucar tomatoes are carefully cultivated in the best growing areas by the experienced hands of master growers. Thanks to a lot of sun and the mix of minerals from a natural thermal spring, they take on a unique aroma.

To support the SanLucar tomato campaign, the company will provide German retailers with eye-catching display stands, display plugs, and recipe folders. The campaign is accompanied by numerous postings on Facebook, Instagram, and Pinterest as well as a blog article on the SanLucar website. At the same time, the cooking platform Kitchen Stories will promote in Germany SanLucar tomatoes on its various channels (website, app, social media, newsletter) in the form of an informative article and five diverse, selected recipes with fresh tomatoes.

To awaken German consumers' appetite for cooking with tomatoes even more, SanLucar will give away a trip for four people to a German master grower, including travel and hotel, as well as five cookbooks - "Anyone can cook!" from Kitchen Stories.

THIS COOPERATION BETWEEN SANLUCAR AND KITCHEN STORIES IS ONLY AVAILABLE IN GERMANY.



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 and now also ice cream. Currently, SanLucar is expanding into Canada, Italy, England, Scandinavia, Poland, Ecuador, 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 Kitchen Stories

Kitchen Stories is a digital, video-based cooking platform, available as an app, website, on smart TVs or via Amazon Echo Show. The app has more than 22 million downloads in 150 countries. More than 5 million people use the intuitive cooking app with its recipes every month, and more than 25 million people are inspired through the social media channels by the platform, which was founded in 2013 in Berlin. Every day, users can be animated to cook and bake by free recipes and HD video instructions, exchange ideas and publish their own culinary creations. Promotional partners can place their brands and products close to the target group through advertising. A team of more than 70 employees combines technology and creative expertise and works daily to provide unique cooking experiences for millions of users worldwide.

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

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