



SANLUCAR LAUNCHES ITS FIRST ICE CREAM LINE

- **Vegan and preservative-free, SanLucar presents a new ice cream line in Austria, with fresh pieces of fruit inside**

(Valencia, Spain. March 9th, 2022).- Delicious fruit inside an ice cream? On top of it vegan and with seasonal fruit? Yes, that's possible! SanLucar, the premium brand for fruits and vegetables, makes it happen and launches its "Farmers Ice Cream" in the Austrian market.

The new ice cream comes in five flavors - strawberry, pomegranate, hazelnut, raspberry and mango - and will be available at the Austrian supermarkets Billa and Billa Plus from the second half of March. Other countries and flavors are in the planning.



SanLucar "Farmers Ice Cream" are made with only the best ingredients, carefully selected, sun-ripened seasonal fruits. The new plant-based ice cream contains no preservatives, flavor enhancers or colorants and also has a higher fruit content than conventional ice cream.

"Our customers will love this ice cream. It is fruity, especially creamy and very aromatic," explains Alexander Thaller, CEO SanLucar Austria. "At SanLucar, we never stand still and are always developing new products that excite people, such as our smoothies, natural juices, fresh-cut fruit, or now our new line of "Farmers Ice Cream". A product we can really be proud of!" adds Thaller.

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, 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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