

SANLUCAR RECEIVES THE SOCIAL ENTERPRISE PRIZE 2022

- The award was given to the premium fruit and vegetable brand for its school support project in Ecuador, a country where the multinational company has its own production farms.

(Valencia, Spain. Wednesday 18th May 2022). – The multinational SanLucar, a producer and marketer of premium quality fruit and vegetables, has been awarded the Social Enterprise Prize 2022 for its project in Ecuador "Let's learn together – School support".

This initiative aims to help children between the ages of 8 and 14 who are having difficulties at school in the canton of Pueblo Viejo (Ecuador), where SanLucar's banana production farm is located. At present, 80 children benefit from the project, receiving weekly support classes in subjects such as mathematics, language, and literature.

"At the beginning of the pandemic, we witnessed the inequalities caused by the virtual classes that were taught during the lockdown, which many children could not attend because they did not have a computer and/or internet access. This is how this project was born, and we have continued with it to even out the school deficits also of those children from broken families, or without a figure who can support them in carrying out their homework", explains Leonel González, country manager of SanLucar Ecuador.



The Social Enterprise Award has been granted to SanLucar in the double category "Best responsible project for the protection of children in the fruit and vegetable sector" and "Best social action to ensure inclusive education in the fruit and vegetable sector".

"We would like to extend this award to our partners in the project: the Miguel Suárez Seminario School, an educational institution in Pueblo Viejo that has the necessary facilities for the development of the project; La Reina de Belleza del Ecuador, who helps us to give visibility to the project through its social networks; as well as the teachers, parents and other collaborators, whose involvement and effort contribute to making this initiative go ahead", González emphasizes.



The Social Business Prize joins other awards that the fruit and vegetable multinational has received for its corporate responsibility. These include the Business and Sustainability Award given last year in Spain and the Social Progress Award received in Tunisia, among others.

The company, which bases its activity on the business philosophy "Taste in harmony with people and nature", promotes different social and environmental initiatives in different countries, through its corporate responsibility program DREAMS. In Spain, in collaboration with the Association Coordinadora Solidaria de los Estibadores del Puerto de Valencia, the company manages two solidarity cooking projects in the city of Valencia. SanLucar promotes a school support program as well, together with the Foundation Iniciativa Social.

About the Social Enterprise Awards

The Social Company Awards aim to encourage and recognize those strategic and innovative actions that generate value for society and for the company. The awards are organized by Gala Acción Social, a foundation that promotes strategic business actions, especially focused on boosting Corporate Social Responsibility. The objective: to raise awareness of the best business practices in order to serve as a catalyst and influence the transformation of society.

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.

If you wish to receive more information, please don't hesitate to contact us:

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