

## SANLUCAR PUBLISHES THE MOST EMOTIONAL EDITION OF ITS “DREAMS MAGAZINE”

- **Marked by the impact of the pandemic, the publication talks about the social and environmental projects undertaken by the premium fruit and vegetable brand during the 2020-2021 period.**

*(Valencia, Spain. Monday, 6th June 2022).* – Emotional, sensitive, and especially committed - this is the new edition of the SanLucar "DREAMS Magazine". In this issue, the fruit and vegetable company reports on its social and environmental projects in countries such as Austria, Costa Rica, Ecuador, Germany, Spain, South Africa and Tunisia.

This annual publication is entitled after SanLucar's corporate responsibility DREAMS program. With it, the premium fruit and vegetable brand takes a look at the initiatives developed within the context of its philosophy: "Taste in harmony with people and nature".

"The current edition of our DREAMS magazine captures many significant and emotional moments as it relates to the challenging period of 2020-2021", explains Stephan Rötzer, founder and owner of SanLucar.



"We have probably never been more aware of the importance for everyone to cooperate. Companies, schools, universities and NGOs must work together in partnership, in order to face the challenges of the pandemic and the future", he adds.

### Major milestones

Many milestones have marked the path of SanLucar's social responsibility in the last two years, as reported in the latest DREAMS Magazine.

Among them, the **Social Progress Award** granted by the President of Tunisia for SanLucar social projects in the country, where the company has several farms; the **Company and Sustainability Award**, for the solidarity kitchen projects "El Puchero", that SanLucar co-manages in the city of Valencia together with the association "Coordinadora Solidaria de los Estibadores del Puerto"; the implementation of **school support classes** in Ecuador and Spain, for children who during the confinement could not follow the virtual classes due to the lack of internet connection and/or computers. In addition, SanLucar lays a special



focus on environmental initiatives, such as their participation in the European "**Water Scarcity**" **program** for the efficient use of water on its crops; the development of **innovative and sustainable packaging** for berries; or, among numerous other projects, its pioneering commitment to **the citrus fruit transport by rail**.

DREAMS magazine also presents each and every one of these projects in an attractive and reliable way, through direct interviews with the beneficiaries. Those testimonials help to understand how a small gesture can make a big change, both for people and for nature itself, which SanLucar defines as its main partner.

"Since our early days, we have always wanted to be proud not only of what we do, but how we do it. The pandemic has been the driving force for us to rethink, restructure and innovate, both on a business and personal level," concludes Rötzer.

The SanLucar DREAMS Magazine is available in English [here](#), as well as in Spanish, French and German on the company's website ([www.sanlucar.com](http://www.sanlucar.com)) under DREAMS/publications.

### **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.

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