

SANLUCAR BRINGS DISNEY'S "THE JUNGLE BOOK" TO THE POINT OF SALE

(Valencia, Spain. Wednesday 30th May 2022). – It promises to be a sweet, cinematic summer fairy tale. SanLucar, the premium brand for fruit and vegetables, starts its summer promotion this year with the Walt Disney classic "The Jungle Book". Mowgli, the boy raised by wolves in the jungle, Baloo the Bear and Panther Bagheera decorate many SanLucar fruits with stickers and banderoles.

Under the motto "Sweet moments of cosiness", the SanLucar summer campaign takes place in Germany, Austria, and selected markets in the Netherlands. The promotion includes several prizes for the final consumer. For example, in Germany and Austria a trip for four people to the sunny Spain is being raffled. The winners not only have the chance to enjoy the southern sun and the Spanish way of life, but they can also get an idea of the cultivation methods on site. "Our



"Our customers increasingly want to know where our fruit comes from. And we love to show them the passion and experience with which our master growers cultivate the fruits," says Nuria Pizán, Brand & Creative Director at SanLucar.

For the first time, - SanLucar sponsors a Disney Channel "Favourite Movie" in Germany. On 25 June, at 8.15pm, "The Jungle Book" will be broadcasted by Disney Channel in free TV, exclusively for the German public. Whoever, from the audience in Germany, answers three questions on sweet fruits during the film can win another family trip to Spain. Nuria Pizán: "We are very excited about this cooperation. Everything fits here - a great movie, sweet fruit and the opportunity to get lots of sun."

Mowgli and his friends can be found on lovingly designed labels for melons, grapes, stone fruits, pineapple, mango, berries, and avocados in German and Austrian points of sales. "The Jungle Book` has been delighting families for decades. It remains timelessly good. We are sure that we will awaken a desire for tasty fruits with the characters from Disney's movie," says Nuria Pizán. Healthy nutrition and how to achieve this in children have always been a goal of SanLucar. After all, the basis for wholesome nutrition is laid in the early years of life.



SanLucar retailers are provided with extensive promotional materials such as top signs, display stands and sales folders. As in the past years, SanLucar also offers prizes in Germany for the best advertising implementation of "The Jungle Book". The three retailer teams with the best photos of a POS display and the most likes on the SanLucar Facebook page, will each win a dinner. The campaign is accompanied by actions on Facebook and Instagram.

SANLUCAR'S "JUNGLE BOOK" CAMPAIGN TAKES PLACE ONLY IN GERMANY, AUSTRIA, AND SELECTED MARKETS IN THE NETHERLANDS

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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