

## SANLUCAR, EXHIBITOR AT FRUIT ATTRACTION 2022

- The premium brand for fruit and vegetables presents its new stand at the 14<sup>th</sup> Fruit Attraction fair, taking place from 4 to 6 of October in Madrid

*(Valencia, Spain. Tuesday 13<sup>th</sup> September 2022) –*

The enterprise SanLucar, producer and distributor of high-quality fruit and vegetables, returns to the Spanish exhibition Fruit Attraction with a renewed image.



*Recreation of the new booth, located in Hall 8-Booth 01*

The premium brand, pioneer in the sector by offering over 100 products under the same brand, will be located in Hall 8 – Booth E01 of the International Fruit and Vegetable Trade Fair. With a surface area of 144 m<sup>2</sup>, SanLucar's new stand is characterized by the use of natural elements like wood and ornamental vegetation.

SanLucar returns to Fruit Attraction accompanied by its master growers: Antonio Llusar y Cia (citrus fruits), Fresaflor (Strawberries); Frutas Poveda (lemons and stone fruits); as well as the Italian Giuliano (grapes).

"We have been looking forward to come back to Madrid and meet up with clients, production partners and suppliers. It's interesting to share our experiences in times of pandemic and think about the challenges for the agri-food sector ahead. Fruit Attraction is undoubtedly the ideal platform to learn from each other", says Stephan Rötzer, founder and owner of SanLucar.

### **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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