

## SANLUCAR OFFICIAL EVENT-PARTNER OF THE EUROBASKET

**(Valencia, Spain. 24th August 2022)** – Three-point basket and the crowd screams with excitement! Basketball is a spectacle and is becoming more and more popular - especially among young people. As sport and healthy diet are inseparable for SanLucar, especially as the premium brand for fruits and vegetables, SanLucar supports the 2022 European Basketball Championship in Germany, officially the EuroBasket.

"We are hugely excited about our new cooperation with EuroBasket," says Armin Rehberg, CEO of SanLucar. "Sport at this



level can only work if the nutrition is also perfectly matched. We know what's good for top athletes is good for everyone: lots of fresh and great fruit and vegetables."

As always with SanLucar, there is also something to win. On the Instagram account [@sanlucarfruit](https://www.instagram.com/sanlucarfruit), 5x2 tickets for the EuroBasket 2022, from 1 - 18 September in Cologne or Berlin, will be raffled. Anyone who enters the SanLucar Instagram can take part in the draw.

Parallel to the sporting event, SanLucar is launching a broad POS campaign with its retail partners with display stands, top signs, posters, and flyers. "The aim is to make the events in Cologne and Berlin an experience for as many people as possible. Emotional, exciting and with the best taste", says Rehberg. SanLucar brand's radiant visibility is ensured for example with the LED presence around the basketball court during the matches. 24 teams from Germany, Italy, Georgia, and the Czech Republic will compete against each other. The crème de la crème of European basketball will make every basketball fan's heart beats faster. "This will be a great event that will allow us to reach new target groups together with our retail partners. With this visibility, we are underlining the importance of our brand, especially in the current challenging times. We simply want to do something and act" says Armin Rehberg.

Karsten Tadda, professional of the Telekom Baskets Bonn and former German national basketball player is very excited about the cooperation with SanLucar: "I think SanLucar's commitment is great, something like this helps our sport and the fruit and smoothies from SanLucar just taste great too."

Healthy snacks are also provided during the matches. SanLucar will be on site at the Championship with aromatic juicy fruits, smoothies, freshcuts or the new vegan SanLucar ice cream, thus providing refreshing, tasty and vitalizing refreshment. Multiple controls



and the experience of the SanLucar master growers ensure that only the very best fruits are harvested by hand. And you can taste that.

The SanLucar sales team will stage the wide range of fruit and vegetables that the premium brand produces and sells - both on site at the matches and in various point of sale throughout Germany - and accompany them with great events.

### **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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