

COOK TASTEFUL AND WIN WITH SANLUCAR GRAPES!

- **Crunchy-sweet SanLucar grapes from southern Italy together with the recipes from Kitchen Stories ensure sunny taste experiences and an exciting trip to visit growing fields**

(Valencia, Spain, Friday 2nd September 2022) – Now it's going to be delicious! In warm Puglia, the sweet SanLucar grapes are being harvested- perfect as a snack or as an aromatic complement to cheese. But SanLucar grapes can do much more. From 4 to 29 October, SanLucar offers its grapes with recipes from the cooking platform Kitchen Stories that are as simple as

they are delicious. Whether in refreshing salads or spiced poultry dishes - SanLucar grapes can be the perfect ingredient for many recipes.



The grapes of the premium brand of

fruit and vegetables grow in the best growing areas, where they are carefully tended by experienced master growers. In Apulia, the Giulianos have been looking after SanLucar grapes for decades. The fruits are cultivated in fertile soil with reflecting stones. So, they get warmth from below also at night, and become heavenly sweet. Moreover, they are left to ripen for two to three weeks longer for even more aroma.

"Our vision is to bring people natural joy of life and health. And the best way to do that is to use fresh ingredients in the kitchen. Our aromatic grapes are not just a delicious snack, they are truly versatile and enhance so many dishes," says Nuria Pizán, Brand & Creative Director at SanLucar.

So, the partnership with the Kitchen Stories is obvious. For the second time, SanLucar is working together with the Berlin cooking platform in the development of successful recipes showing surprising and varied uses of fruit and vegetables. You can find the recipes at kitchenstories.com.

For the autumn grape promotion, SanLucar offers to the German retailers display stands, recipe folders and top signs for an eye-catching POS. The promotion is accompanied by numerous postings on Facebook and Instagram, and a blog article on the SanLucar website; as well as on the social media channels of Kitchen Stories - Pinterest, Facebook and Instagram - and the platform itself.



To whet customers' appetites even more for cuisine with sunny grapes, SanLucar is giving away a trip for four people to visit a German master grower, including travel and hotel, as well as five "Anyone can cook!" cookbooks from Kitchen Stories.

THIS PROMOTION IS ONLY AVAILABLE IN GERMANY

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.

About Kitchen Stories

Anyone can cook! Kitchen Stories is a digital, video-based cooking platform, available as an app, website, on Smart TVs or via Amazon Echo Show. The app alone has more than 22 million downloads in 150 countries and has won several "Best of" awards (including the Apple Design Award). More than 30 million people are inspired by the platform, which was founded in 2013, every month via the social media channels. BSH Hausgeräte GmbH has been a strategic investor since 2017.

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

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