

A NEW EDITION OF THE SANLUCAR DREAMS MAGAZINE IS NOW AVAILABLE

- The publication lists the social and environmental initiatives undertaken by the premium fruit and vegetable brand last year

(Valencia, Spain – Tuesday 7th March 2023). Just in time for the latest edition of Fruit Logística, SanLucar has presented a new issue of its DREAMS magazine. The annual publication contains detailed information about the social commitment and the environmental projects of the fruit and vegetable premium brand during 2022, in the different countries where the company is present.

"In line with our corporate philosophy *Taste in harmony with people and nature*, at SanLucar we work tirelessly on various projects in order to create together a world in which we can all realize our dreams" explains Stephan Rötzer, founder and owner of SanLucar. These initiatives are part of the company's DREAMS corporate responsibility program and aim to have a positive impact on the company's employees, their families, as well as the local communities around SanLucar subsidiaries worldwide.



"We are very proud of the fact that our initiatives contribute to the well-being of people and nature, and that they receive recognition," explains Rötzer. In 2022 alone, SanLucar, together with its DREAMS project partners, received four awards: **"Illustrious Award in Valencia"**, **"Investor Partner Award"** in agriculture in Tunisia, **"Best Practices in Sustainability in Ecuador"** and **"Social Enterprise Award"** in Spain.

Boosting education for children and young people

2022 has been a year in which SanLucar has emphasized the importance of education for sustainable development. On the one hand, through the initiative "Learning Together", a school support program launched during the pandemic with the aim of reducing the educational inequalities that have arisen as a result of difficulties that some children have in accessing online classes. The program has already achieved success, with the celebration of the first graduation of eleven students in Ecuador.

The company also continues to promote **the Dual Vocational Training** in Spain as an educational alternative to prepare young talents to meet the needs of the wholesale and foreign trade sector. In Tunisia, SanLucar promotes as well **agricultural vocational**



training through various agreements with universities and training centers. Thanks to these partnerships, the company has been able to support 124 students, 72 of whom have already joined the SanLucar Tunisian workforce.

Agricultural digitalization for sustainable development

Another of SanLucar's milestones in 2022 within its environmental commitment is the promotion of **agricultural digitalization** to deal with environmental impacts responsibly. SanLucar is committed to combine traditional agriculture and new technologies to take care of its main partner, the nature, while developing a sustainability strategy focused on optimizing the water, energy, fertilizer, and phytosanitary footprint. In addition, the company has established alliances in 2022 for the introduction of zero waste post-harvest solutions and is working responsibly on the development of recyclable packaging for its products.

More information on all these developments can be found in the SanLucar DREAMS magazine, available in English [here](#), and in Spanish and German on the company's website (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.

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

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