

CANARY PAPAYAS: THE NEW EXOTIC FROM SANLUCAR

- The multinational company for fruits and vegetables expands its product range with premium papayas cultivated in the Spanish Islands.

(Valencia, Spain – Wednesday 5th of July 2023) – SanLucar adds to its portfolio a new fruit for lovers of tropical flavors: The Papaya, already available at the points of sale in Germany and Austria.

The delicious papayas of the variety "Sweet Sense" are characterized in particular by their natural sweetness, ripened on the tree. Their juicy and firm, orange-colored flesh is soft and has a great taste. The distinctive aromatic flavor, which is given to the fruit by the many additional rays of Canary sun, reminds of mango and orange and has a hint of melon. Whether enjoyed on its own, in smoothies or as a tangy addition to fruit salads, SanLucar papayas give an exotic touch to any culinary creation.



The Spanish Canary Islands, where papayas are cultivated, offer an ideal subtropical climate for the growth of the plant, with temperatures between 18°C and 28°C all year round. The high humidity and warm temperatures combined with the fertile soils of the islands also contribute to the particular sweetness - always above 11° Brix - and ensure an abundant harvest. The fruits, 800 to 1,100 grams in weight, and 23 cm in diameter, have an ideal medium size to be sold as a whole in the supermarket. Noteworthy is that the Canary Island papayas are available the whole year in constant quality. The peel of the pear-shaped tropical delicacy is initially green and turns greenish yellow after a ripening period on the tree of about 10-12 months, depending on the variety. The sustainable and environmentally friendly cultivation complies with the Global GAP & GRASP, IFS and Canarian Integrated Production certifications. Furthermore, the delivery route within Europe is comparatively short. The papayas are also available in SanLucar boxes of 4 kg.

"At SanLucar, we are proud of having found a cultivation partner in the Canary Islands that has been specializing in the exotics sector for years: the family-owned company Sat Fruta Tropical. Our papayas incarnate the essence of the tropics, and we are delighted to share this exceptional fruit experience with our valued clients. We will support the product launch with many promotions and secondary placements. Let yourselves be surprised," says Armin Rehberg, CEO 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:

Sonia Gabarda

Press Department SanLucar Fruit

sonia.gabarda@sanlucar.com

Tel. (+34) 96142 40 40