

## SANLUCAR DRAWS A VERY POSITIVE BALANCE AFTER FRUIT ATTRACTION 2023

**(Valencia, Spain – Tuesday 10th of October 2023).** "Sensational trade show appearance in Madrid" - with these words the CEO of SanLucar, Armin Rehberg, sums up the participation of the premium brand for fruits and vegetables in Fruit Attraction - the Spanish reference event for the agricultural sector - from October 3 to 5.

The company attended again this year the international trade fair in Madrid as an exhibitor, but this time with a novelty: for the first time SanLucar presented its wide range of products in a new showroom. This new exhibition space aroused great expectation among visitors by showing on-site how to attractively display SanLucar products and concepts in the retail.

"Innovations such as our new extra sweet and mild onions of Spanish origin or the new packaging concepts we have developed for our premium blueberries - including our sustainable cardboard trays or our ergonomic ready-to-go cups and shakers for enjoying the fruit anywhere and anytime – are just some of the novelties that have delighted our clients", says Armin Rehberg, CEO SanLucar.



Right: CEO SanLucar Armin Rehberg, accompanied by SanLucar Master Growers.

The CEO of the global company SanLucar explains: "With our new showroom, we wanted to enable those interested in our brand to view and discover our latest innovations up close in an exclusive space. And indeed, both the start of this new exhibition concept in Berlin as well as these days in Madrid have shown that our new trade show approach is an absolute success."

Fruit Attraction was also an excellent occasion for SanLucar to meet with its Master Growers Antonio Llusar y Cia, Fresafloor, Frutas Poveda and Giuliano. "We have made important agreements with our production partners for the future. The opportunity to meet all together in person at the fair, away from day-to-day business, is a unique opportunity for thoughtful and future-oriented decisions."

The SanLucar CEO also referred to the project the company is currently working on to expand its production, for example of its exclusive premium variety of blueberries. "We had very interesting conversations during the trade fair to make progress in this

direction, as well as meetings with our clients all over the world to listen to their needs and to jointly develop strategies in these challenging times".



*SanLucar Showroom at Fruit Attraction 2023*

## 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 retail market in Germany, Austria, The Netherlands, Poland, Belgium, Sweden, The Middle East and Canada. The portfolio also includes smoothies, flowers and plants and olive oil.

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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