

## SANLUCAR MAKES SWEET DREAMS COME TRUE WITH “WISH”

- The Disney movie takes the spotlight in the new promotion of the premium fruit and vegetable brand at the POS in Germany and Austria

**(Valencia, Spain – Wednesday 25 of October 2023).** Make a wish! In the wonderful magic land where 17-year-old Asha lives, anything is possible. Likewise, in Disney's latest movie "Wish", lots of small and big wishes come true. So does SanLucar, the premium brand for fruit and vegetables, who works every day to satisfy the desires of fruit lovers all over the world.

To mark the premiere of the new animated film, SanLucar is launching a new promotional campaign at German and Austrian points of sale. The highlight will be a raffle of a trip to Valencia for four people. The winners will not only enjoy sun, beach, city, and sea, but also a guided tour to the fields where SanLucar fruit is grown. There, they will learn about the cultivation methods of the premium brand in detail.



SanLucar clementines, oranges, grapefruits, lemons, avocados, mangoes, and pineapples are in the focus of the new campaign, with eye-catching “Wish” stickers promoting the cooperation with Disney. "Wish is a story for the whole family," explains Nuria Pizán, Brand & Creative Director at SanLucar. "Our fruit will whet the appetite of film lovers, both adults and youngsters." SanLucar has long been committed to a balanced diet for children and supports parents in their efforts to ensure that their kids eat healthily.

SanLucar retailers will be provided with extensive sales material such as top signs, display stands and sales folders. The campaign will be flanked by social media activities on Instagram, TikTok and Facebook.

**THIS PROMOTION IS ONLY AVAILABLE IN GERMANY AND AUSTRIA**

### 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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