

SANLUCAR RECOGNIZED WITH THE “GOLDENER ZUCKERHUT”, THE OSCAR OF THE GERMAN FOOD INDUSTRY

(Valencia, Spain – Monday 13th of November de 2023). The premium fruit and vegetable brand SanLucar has received the prestigious prize Goldener Zuckerhut 2023. This is the most important award in the German food and consumer goods industry, annually granted since 1958 by a renowned jury in recognition of companies and professionals who have stood out for their excellence and achievements in the sector.

Stephan Rötzer, owner and founder of SanLucar, and Armin Rehberg, CEO of the company group and the international fruit and vegetable brand, collected the award last Friday evening at a festive gala in Berlin. The event was attended by leading representatives of the German food industry.

SanLucar's success story lies in combining the many years of expertise of its master growers with innovative know-how, and a passion for fruit and vegetables with the highest standards of quality and taste. However, above all, the

company has received this award for being the only company that covers the entire value chain of the agri-food sector, from field to fork. This includes the development and selection of the best varieties, their sustainable and environmentally friendly cultivation, innovative product packaging for an optimal preservation and transport; to advice and support at the point of sale for a distinctive presentation on the supermarket shelf.

"We are delighted to have won the 65th Goldener Zuckerhut in Berlin," says Stephan Rötzer, owner and founder of SanLucar. Since its founding in 1993, the company under its exclusive SanLucar brand has been supplying households around the world with the best fruit and vegetables in harmony with people and nature.

"We are proud of what we do, of our products and of our new developments, but this is only possible if we are convinced that we can do it better than others" explains Rötzer. "In the end, the most important thing is that it can be recognized along the entire process chain how much passion and dedication each individual has put into a cherry, grape, mandarin, berry or avocado."

CEO Armin Rehberg emphasizes: "The award is certainly also an incentive to continue developing innovative SanLucar products and concepts that meet the needs of modern retail and our customers and inspire them with added value. That is our passion."



From left to right, Armin Rehberg (CEO SanLucar), Hannes Feneberg (laudator), Stephan Rötzer (founder & owner SanLucar)

"If there is one product with huge potential in the food sector, it is definitely fruit and vegetables. Our aim is to use our products and our unique brand to show how extraordinary and sexy this product category can be. All of this is only possible with great employees and partners: for all of them the Zuckerhut award is a nice confirmation of their daily commitment," says Rehberg.

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:

Sonia Gabarda

Press Department SanLucar Fruit

sonia.gabarda@sanlucar.com

Tel. + 34 96 142 40 40