

## PREMIUM BRAND SANLUCAR EXPANDS ITS BUSINESS TO ASIA

**(Valencia, Spain – Friday 1st of December 2023).** The multinational company SanLucar continues its international expansion plan, with its sights set on Asia. The premium fruit and vegetable brand has now reached a major new milestone by launching its products in Singapore.

As part of its strategy to open up to Asian markets, the company's CEO, Armin Rehberg, accompanied by Bilal Issa, Commercial Director Middle & Far East, has initiated a partnership with the DFI chain, the country's largest retailer.



DFI includes chains such as Welcome, Market Place, Olivers and 3hreesixty in Hong Kong. It also comprises 7eleven in China, Singapore, Hong Kong, and Macau; Hero in Indonesia; ColdStorage, CS Fresh, and Giant in Singapore; as well as Sanmiu in Macau, and Lucky in Cambodia.

The framework agreement for this new cooperation has already been signed and the first product deliveries will be carried out this year. This is a further step in SanLucar's ambitious plan for international development over the next five years, and certainly a big step on the Asian continent.

"I am really impressed by DFI and the decision-makers there, from Purchasing and Marketing to Warehousing and the stores," says Armin Rehberg. "As a global brand, our goal is to bring our SanLucar concept to the right markets and the right countries with the special added value of our premium quality. SanLucar and Asia are a perfect match," he says. The CEO also emphasizes that it is extremely important to founder Stephan Rötzer and himself not to neglect the retailers in the home markets. These remain a matter close to their hearts and the core of the SanLucar activities.

### 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, or olive oil and ice cream.

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



Taste the SUN 

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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