



FOR THE LOVE OF TASTE. START THE NEW YEAR WITH STRONG SALES WITH VEGANUARY

SanLucar, the premium brand for fruit and vegetables, and the popular cooking app Kitchen Stories are turning vegan January -known as Veganuary- into a month of feasting with sunny fruit and delicious recipes. This is already their fourth successful collaboration.

(Valencia, Spain – Thursday 28th December 2023). With the campaign "For the love of taste", SanLucar and Kitchen Stories will demonstrate from 1 to 31 January 2024 how delicious fruits and recipes for vegan dishes can boost sales.

In January, SanLucar is offering creamy-sweet bananas, crunchy apples, exotic-sweet pineapple, tender onions, tasty tomatoes, and aromatic pumpkins as secondary placements in the German supermarkets. These ingredients and the downloadable recipes from Kitchen Stories can be used to conjure up a "Vegan risotto with caramelized onions", a wholesome "5-ingredient pumpkin soup" or a dreamy "Moonlight smoothie", among other culinary delights.



"Our vision is to bring natural joy of life and health. And we want to drive this forward with this Veganuary campaign. Trying out the Kitchen Stories recipes with our fruits and vegetables can be great fun. Moreover, the dishes taste absolutely delicious!" says Nuria Pizán, Brand & Creative Director at SanLucar.

The Veganuary is already a success story for SanLucar and Kitchen Stories. "With the last campaign, we reached 31.8 million contacts and achieved 83% more sales through the Kitchen Stories secondary placements," says Nuria Pizán, Brand & Creative Director at SanLucar. At the POS, attractive top signs, display stands, recipe folders and flyer adverts push sales. The campaign is also flanked by various posts on social and digital channels.

THIS PROMOTION IS ONLY AVAILABLE AT SUPERMARKETS IN GERMANY

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, olive oil and ice.

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.

About Kitchen Stories

Kitchen Stories is a digital, video-based cooking platform, available as an app, website, on smart TVs or via Amazon Echo Show. The app alone has over 22 million downloads in 150 countries and has won multiple "Best of" awards (including the Apple Design Award). Many millions of people are inspired every month via the platform's social media channels, which was founded in Berlin in 2013. BSH Hausgeräte GmbH has been a strategic investor since 2017.

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