

SANLUCAR SHOWS ITS INNOVATIVE PRODUCTS AND IDEAS AT FRUIT LOGISTICA

- The SanLucar world presents itself in Hall 27 Stand D70-D80.

(Valencia, Spain – Friday 26th of January 2024). See, touch and above all taste. The complete SanLucar product range will be on display at the company's traditional stand and its new SanLucar showroom at the Fruit Logistica trade fair, from 7th to 9th February. The SanLucar stand and showroom will be located directly facing each other in Hall 27, Stand D70-D80. The company will participate together with its master growers Llusar (citrus fruits), Fresafloor (berries), Frutas Poveda (lemons and stone fruit) and Giuliano (grapes and cherries).



Picture of the SanLucar showroom

The new SanLucar showroom showcases the company's complete proposals for the presentation of its products at the point of sale, innovations, product worlds, and new concepts. The multinational brand will also recreate its eye-catching secondary placements.

"There are many innovations that we are presenting at the fair this year. On the one hand, our ready-to-eat salad bowls, our high-quality blueberries in the new sustainable "Nature Bowl", our heart-shaped packaging made from 100% recycled material and designed as a healthy gift, with for examples strawberries, blueberries, cocktail tomatoes, or dates: our new Disney concepts; or our charity campaign with the football club VfB Stuttgart. We will also be exposed our new line of sustainable paper packaging with high-quality onions, our SanLucar brand plants, such as pineapple or citrus plants, as well as our aromatic herbs in a new paper bag, and much more", says Armin Rehberg, CEO of SanLucar.

"In line with Fruit Logistica's motto -The heartbeat of the fresh produce business- we invite visitors of the fair to be inspired by our fruit hearts and all our fresh innovations. We look forward to seeing you!", concludes Rehberg.

LOCATION AT FRUIT LOGISTICA: HALL 27, STAND D70-D80



The SanLucar stand and showroom for Fruit Logistica 2024

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.

If you wish to receive more information, please don't hesitate to contact us:

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