

## FRUITY HEARTS FROM SANLUCAR: THE PERFECT GIFT FOR VALENTINE'S DAY

*(Valencia, Spain – Tuesday 23rd January 2024).* Valentine's Day is just around the corner, and for this occasion the premium brand SanLucar is offering a very special present idea: a heart-shaped bowl filled with its delicious fruit of exceptional taste and quality.

Whether strawberries, blueberries, dates or cherry tomatoes, there are several versions of SanLucar's original proposal. A heartfelt sweet present that fruit lovers will certainly be happy to gift on February 14.



The SanLucar heart not only impresses with its attractive, transparent design, which emphasizes

the fruit, but also with its sustainable packaging, which is made of 100% recycled material. In addition, it is easily stackable and suitable for storage in the refrigerator shelf.

The sweet SanLucar hearts bring a Valentine's Day atmosphere to supermarket aisles in countries such as Germany, Austria, Poland, the Middle East, and the USA, and turn the fruit and vegetable section into a real eye-catcher for the end consumer.

"And by the way, why not this time gift a fresh heart instead of chocolate," says Armin Rehberg, CEO of SanLucar.

### 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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