

## EVERY BITE SIMPLY FABULOUS! SANLUCAR IS GIVING AWAY A SWEET SUNSHINE TRIP TO SPAIN WITH ITS “SNOW WHITE” RAFFLE

**(Valencia, Spain – Friday 16 of February 2024).** Seven dwarves, a mirror, and an apple. Snow White is alive! Disney's "Snow White" enchants with wonderful characters, lots of action and fairytale charm. SanLucar, the premium fruit and vegetable brand, gives a clear answer to the question of which fruit is the most beautiful.

In line with the "Snow White" promotion, SanLucar retailers can make their POS look like a fairy tale. The highlight of the campaign is a raffle to win a trip for four people to Spain. With this special prize, the winners can not only visit Spain, but also get to know the fields of Llusar, SanLucar master grower. Close to



Valencia, the winners will have the opportunity to eat lots of fruits and learn about the Llusar family's cultivation methods.

Strawberries, pineapples, blueberries, mixed berries, mangos, avocados, and passion fruit: all feature "Snow White" characters on the packaging, inviting young & old film fans and fruit lovers to try them. "Everyone loves *Snow White* and everyone loves sweet fruit," says Nuria Pizán, Brand & Creative Director at SanLucar. "With our collaboration, we want to whet the appetite for fairytale fruits." SanLucar has long been a strong advocate of wholesome nutrition for kids and helps parents to encourage their children to eat healthily.

Within the framework of the promotion, SanLucar retailers will be equipped as usual with practical and eye-catching sales materials such as top signs, display stands and raffle folders. Social media activities on Instagram, TikTok and Facebook round off the fairytale spectacle.

The promotion starts at the end of February. More information at [www.sanlucar.com](http://www.sanlucar.com).

THE SANLUCAR “SNOW WHITE” PROMOTION WILL BE AVAILABLE IN GERMANY AND AUSTRIA AS WELL AS POLAND, ANDORRA, ROMANIA, AND ITALY.

### 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:**

**Sonia Gabarda**

**Press Department SanLucar Fruit**

**[sonia.gabarda@sanlucar.com](mailto:sonia.gabarda@sanlucar.com)**

**Tel. + 34 96 142 40 40**