

SANLUCAR AND GALBANI BRING SUNSHINE TO THE PLATE

(Valencia, Spain – Tuesday, 16th April 2024). "Bring the sun to your plate" - with this promising claim, SanLucar, the premium brand for fruit and vegetables, and Galbani, the traditional brand for cheese expertise, are launching a joint promotion in the German retail. Just in time for the picnic season, SanLucar places its wide variety of tomatoes and the creamy Galbani mozzarella at the center of its activities.

"Nobody can resist the tasteful combination of mozzarella cheese and tomatoes. It's just pure summer," says Nuria Pizan, Brand & Creative Director at SanLucar. "Galbani has wonderful mozzarella, and we have perfect sun-ripened tomatoes, aromatic basil and fruity olive oil. It's a perfect match." An online survey carried out by the platform Marketagent revealed that the combination of tomato, mozzarella and basil is the most popular among consumers.



From November to May, SanLucar tomatoes come from the "El Hamma" oasis in Tunisia. There, the fruits ripen into real delicacies. This is partly due to the powerful desert sun and the mineral-rich water from a thermal spring. In addition, the tomatoes are only harvested when they are perfectly ripe. All of this gives them an intense aroma and firm flesh that enhances every dish.

Both SanLucar and Galbani are strong premium brands with solid retail roots, whose promotions together were very successful in the past. The companies have therefore decided to relaunch their advertising activities. At the POS, clients can expect advertising materials specially designed for the promotion, consisting of a top sign, display stand, recipe folder with QR code for downloading a recipe, and a wobler for the refrigerated section. With social media activities on Tik-Tok, Instagram and Facebook as well as targeted advertisements, SanLucar will ensure additional reach for the promotion. The retailer will be also provided with an information leaflet and flyers.

THE SANLUCAR AND GALBANI PROMOTION IS ONLY AVAILABLE IN 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 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 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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