

## SANLUCAR OFFICIAL FRESHNESS PARTNER OF THE TWO TOP TENNIS TOURNAMENTS 2024 IN GERMANY

- SanLucar is not only committed to premium fruit & vegetables, but also to premium sport.

**(Valencia, Spain. Thursday, 23 May 2024).** As a leading company in the fruit and vegetable market, SanLucar has been a service partner of VfB Stuttgart since the current Bundesliga season. The premium brand is now expanding its collaboration in professional sport with partnerships as a Freshness Partner of the Berlin Ladies Open and Boss Open in Stuttgart, which will take place in June.

During the two top professional tennis tournaments, visitors will have the opportunity to taste the sweet German SanLucar strawberries and blueberries as well as SanLucar smoothies and other fruit delights. The professional players will also be able to recharge their batteries with fresh and delicious SanLucar fruit and chilled smoothies during the tennis matches and training sessions so that they can perform at their best on the courts.

The top-class Berlin Ladies Open will take place from 15 to 23 June at the Steffi-Graf-Stadium of the Tennis Turnier Club 'Rot-Weiß' e.V. The official WTA 500 tournament brings together the best female tennis players in the world. In addition to the German Grand Slam winner Angie Kerber, other tennis greats such as the number one Iga Swiatek or Angelique Kerber, Aryna Sabalenka and Coco Gauff will be playing. The tournament offers exciting matches, first-class entertainment and a great atmosphere for tennis fans.



The Boss Open in Stuttgart is another highlight on the tennis calendar. The best male players will compete against each other at the TC Weissenhof from 8 to 16 June. Alexander Zverev will fight for the title here, as will Andy Murray and Jan-Lennert Struff. The Boss Open is part of the ATP Tour 250 and core preparation for the Wimbledon grass court season.

„As a former passionate tennis player, I am particularly pleased about our new campaign with SanLucar to accompany these two top sporting events. Combining our delicious fruit with sport makes perfect sense and is great fun for us personally. The environment simply fits because healthy eating and sport are a perfect match. We are accompanying the two



tournaments with campaign weeks with corresponding 360-degree activations on site. And together with our premium partners from Rewe and Edeka, we are bringing emotional event placements and competitions to the POS of our partners 'stores and thus to the people in the region,' says SanLucar CEO Armin Rehberg.

### **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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