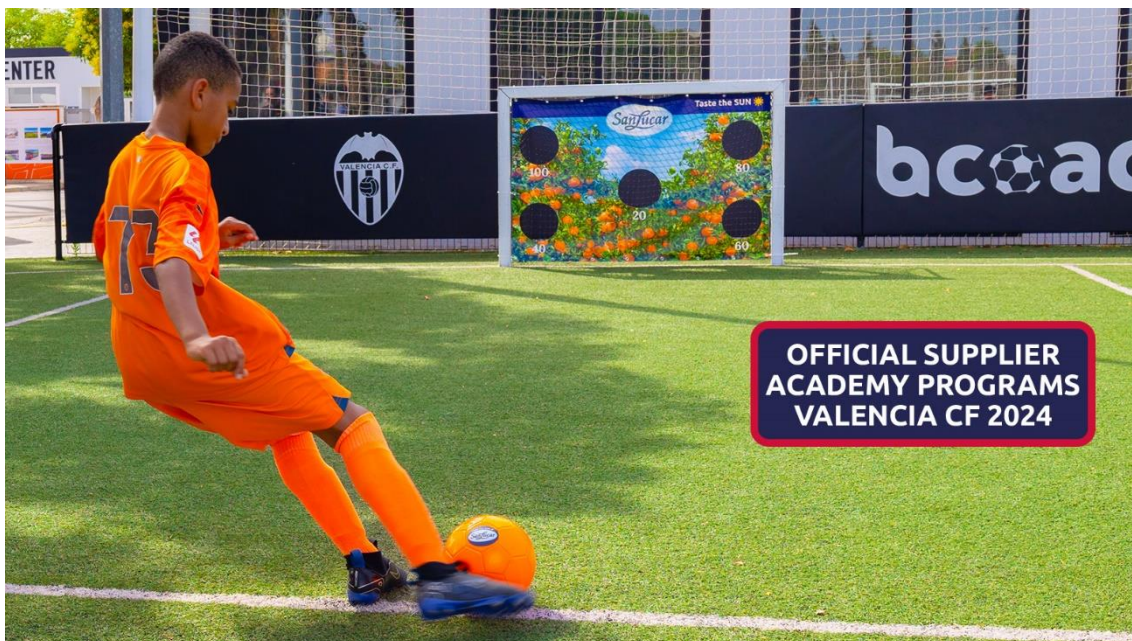


SANLUCAR AND “ACADEMIA VALENCIA CF” WITH PROMISING YOUNG SOCCER PLAYERS

- The premium fruit and vegetable brand collaborates with the prestigious sports club this summer in the distribution of its delicious fruit among the participants in the VCF Academy World Cup and the VCF Summer Camp.



(Valencia, Spain. Tuesday 2nd July 2024). SanLucar and the “Academia Valencia CF” are joining forces this summer to bring sport and healthy eating to young people. A collaboration that started this weekend in the framework of the third edition of the VCF Academy World Cup 2024 tournament.

In this sporting event -which brought together from June 27 to 30 a hundred young players from the training programs that the academy of the Valencian soccer club promotes in Asia, America, and Europe- SanLucar helped the participants to replenish their strength after the effort of the matches with the distribution of its tasty fresh fruit.

The cooperation between SanLucar and one of the most successful clubs in Spanish soccer - fourth in the national League - will continue throughout the month of July. The delicious blueberries, nectarines, and grapes from SanLucar will also delight children from 5 to 16 years old, who will enjoy soccer this summer by participating in the VCF Summer Camp 2024.

"Everyone knows that physical exercise is very important for our well-being, as is good nutrition. Both fit perfectly with our fruit, as well as with our vision of bringing health and vitality to the world", explains Nuria Pizán, Brand & Creative Director of SanLucar. She adds: "The special bond that unites us to the city of Valencia, where our company has its headquarters, also makes us welcome this new cooperation with special affection".



SanLucar's collaboration with "Academia Valencia CF" joins the fruit and vegetable company's commitment to sports. In recent years, the company has supported disciplines such as tennis, soccer, and basketball, being present at important events. Among them, the 2022 edition of Eurobasket or the 2024 edition of the tennis tournaments Berlin Ladies Open and Boss Open in Stuttgart. The company is also a service partner of the VfB Stuttgart soccer club.

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:

Sonia Gabarda

Press Department SanLucar Fruit

sonia.gabarda@sanlucar.com

Tel. + 34 96 142 40 40