

SANLUCAR AND FOOTBALL CLUB VfB STUTTGART WITH A NEW CAMPAIGN FOR A GOOD CAUSE

- The premium brand for fruit and vegetables and the VfB Foundation support various social projects in Germany and South Africa

(Valencia, Spain, Friday, 27th September 2024). Following the successful collaboration at the beginning of this year, which raised up to €25,000 for social causes, the premium fruit and vegetable brand SanLucar and the football club VfB Stuttgart are teaming up for a new campaign, available at points of sale in the southern German region of Baden-Württemberg.

During the international matches in October, a new line of SanLucar products with the sticker of the VfB Fritze (the famous mascot of the German football club), will be launched. This campaign will focus on SanLucar premium fruits such as blueberries, mandarins, oranges, lemons, grapes, plums, mango, avocado and Fresh Cut.



SanLucar will donate 10% of the potential proceeds from these products to the VfB “Brustring der Herzen” Foundation. This time, at least one regional food project in Stuttgart oriented to help people with limited living conditions will be supported; as well as a SanLucar DREAMS project in South Africa. The DREAMS initiative aims to introduce children living in the regions close to the SanLucar farms in the country to football, while also teaching values such as team spirit, discipline, and self-confidence. To achieve this, a football pitch is being created and coaches are being trained.

The campaign is accompanied by SanLucar - VfB trading cards, in which customers can collect the “Fritze Sticker” and win prizes such as tickets to a VfB home game in the European premier class.

“Doing good is simply fun. Our latest joined campaign showed that there is significant interest in supporting social projects and eating healthily at the same time. Combining this with sport and a great club like VfB Stuttgart is certainly a guarantee of success guided by heart. Everyone benefits. The campaign weeks are accompanied by attractive secondary placement displays in the participating markets,” says SanLucar CEO Armin Rehberg.



He adds "This initiative is a great example of our special commitment to do things in a way we can be proud of, both at international, national and regional level."

**THIS CAMPAIGN IS ONLY AVAILABLE IN SUPERMARKETS IN THE REGION OF
BADEN-WÜRTTEMBERG 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, Far and Middle East, and Canada. The portfolio also includes smoothies, ice cream, flowers & plants, and olive oil.

SanLucar, founded in 1993 by Stephan Rötzer, is headquartered in Valencia (Spain) with over 4,000 employees in Germany, Austria, Benelux, Italy, Spain, Portugal, Latam, Dubai, South Africa, Morocco, and Tunisia, distributed among its offices and/or 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