

## SANLUCAR SURPRISES WITH VIRTUAL REALITY GLASSES AT THE FRUIT ATTRACTION

- Thanks to the latest technology, trade professionals visiting the SanLucar stand will enjoy the unique shopping experience offered by the premium fruit and vegetable brand and will get a closer look at its new products and concepts.

*(Valencia, Spain. Friday 4<sup>th</sup> of October 2024).* From 8 to 10 October in Madrid, SanLucar will once again be one of the major exhibitors at Fruit Attraction 2024. The company will attend the fair with many novelties to discover. Among them, how the company has integrated artificial intelligence in production, or its virtual reality glasses with which you can experience first-hand the special presentation of the SanLucar products at the POS. The glasses give you the feeling that you are standing directly in the fruit and vegetable section. You can even touch the premium brand products and observe them from all sides.



SanLucar, as a strong brand in the agri-food sector with top quality products, makes the fruit and vegetable department of supermarkets a center of attraction, and a clear point of differentiation from the competition.

“It is very exciting to see the progress in our digitalization and innovation process, in which artificial intelligence and virtual reality play a crucial role,” explains Armin Rehberg, CEO of SanLucar. “With our new virtual reality glasses Meta Quest 3, we offer our retail partners the opportunity to immerse themselves in an extraordinary experience, to see and even touch our products and thus gain insights into how to further take advantage of the full potential of the fruit and vegetable sector”.

Alongside the main SanLucar booth, the integrated showroom will feature highlights of the international premium brand such as product and packaging innovations, new concepts for its upcoming Disney campaign “Vaiana”, and the new generation of the SanLucar pineapple machine.

### SanLucar showroom

“This year, our showroom is once again full of innovations. Starting with our latest generation pineapple machine “Waste reduction”, which allows us to adjust the cut of the pineapple with the highest precision to minimize product loss. The usage is very simple: you put the whole pineapple in, and in just a few seconds it is ready to eat, cut into cubes and divided into our innovative Duo-Pack packaging. Other new products we



will be introducing include our healthy snack suggestion for the little ones in the house: our SanLucar mini bananas. We will also bring to the fair the latest addition to our wide range of products: our high-quality pesto and premium dried tomatoes in glass jars; as well as our new line of sustainable paper packaging for our gourmet onions and garlic”, explains Armin Rehberg. “Another new product that is raising great expectations since last year and is returning to Fruit Attraction is the SanLucar Nature Bowl: the coolable and stackable bowl for blueberries made from FSC-certified cardboard which is now also available for cherries. A product that offers real added value.”

Latest innovations at the SanLucar Showroom will be the Disney campaign “Vaiana”; a new pumpkin concept for Halloween; the range of exotic fruits such as passion fruit or XXL limes; as well as a new packaging for SanLucar peppers. “These are just a few examples of our entire portfolio - we invite all interested parties to visit us” says 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, 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.



*SanLucar stand & showroom will be located at Hall 8- Stand D02-E02*

**If you wish to receive more information, please don't hesitate to contact us:**

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