



Taste the SUN

# Press dossier 2019

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## The best quality fruit and vegetables 365 days a year

**This global company has known how to successfully combine traditional expertise, with innovative techniques and a real passion for healthy food, in a remarkable success story.**



*Stephan Rötzer, owner and founder of SanLucar*

When doing our weekly grocery shopping, we often spot the customers discretely sampling a grape or two before deciding whether or not to buy some. This gets a bit more complicated if you want to taste an apple or a tomato – you can hardly just take a bite out of a piece of fruit and then just leave the rest of it there. This can cause somewhat of a predicament: By just looking at a piece of fruit, it's hard to tell whether it's ripe or not, and we obviously have no idea what it's going to taste like. The only thing we can do in such a situation is trust that a strong brand will have delivered on its quality promise.

SanLucar is this type of brand: The company is one of the leading fruit and vegetable suppliers in Europe and it operates under the very apt slogan: "Taste the Sun". The



company has a range of more than 100 varieties of fruits and vegetables on offer, these include typical products such as citrus fruits, strawberries, grapes, stone fruits and tomatoes in addition to their line of fresh juices and smoothies. The main markets for these products are located in Germany and Austria although the company is currently expanding its horizons into the Gulf countries, Russia, and Canada.

SanLucar's products are grown in 35 different countries – these include Germany, Austria, Spain, Italy, South Africa, Tunisia and Ecuador. By cultivating its products in so many different countries throughout the world the company is able to ensure that the fruit and vegetables are always harvested in the optimum climatic conditions. "Our aspiration is to offer the highest possible quality of fruit and vegetables all year round" states Stephan Rötzer, owner of SanLucar, "we want our products to be just as fresh and delicious as if you had gone into your own garden and picked them yourself."

### **From a start-up to an international operating group**

Stephan Rötzer, the son of a Munich-based fruit and vegetable wholesaler, was born in 1967. In 1993, he founded SanLucar in a town close to Valencia in Spain. There he already knew various growers who produced exceptional quality fruit and vegetables thanks to the ideal climatic conditions in the area, but he was fully aware of the difficulties that they faced when trying to sell their products outside of their region. Unfortunately, consumers didn't know who the growers were, and were unaware of the quality of the product quality they could offer. The conversations that Rötzer had with these growers inspired his new business venture. He managed to convince German wholesalers and retailers to accept the premium products that his partners, "the master growers" produced under the SanLucar brand, which he named after a small Andalusian city. Many consumers began to see the SanLucar brand as a hallmark of quality for fruit and vegetables and its sales rocketed. Nowadays, SanLucar is a global company with around 2,800 employees worldwide. In the financial year 2017/2018, the company reached a turnover of 404 million Euros.

### **A passion for healthy living**

The "master growers" are the partners and driving force behind this company. They tend to be family companies that have been passionately cultivating oranges, grapes, stone fruits and strawberries for many generations. These are companies that have known how to successfully combine traditional expertise, passed down through the



generations, with modern cultivation methods. Each piece of fruit is handpicked to provide greater protection, and they always ensure that this is done within the optimum harvest window. SanLucar's team of agricultural engineers carry out quality controls on the fields; all of the different processes are supervised by renowned independent laboratories on a global level – these laboratories begin by inspecting the plant material and its production, and go on to supervise the shipping, packaging and storage processes as well as its subsequent delivery at the Points of Sale. Thanks to its expertise and compliance in this field, the company has deservedly been awarded the IFS and ISO9001 certifications.

In addition, SanLucar uses its own cultivation profiles to analyse the work conditions and to ensure that the natural environment is always treated in a respectful manner. Due to the commitment to preserve natural resources, the water consumption is regulated by efficient systems and sensors which have been implemented in SanLucar's farms. It is vital that the natural environment has sufficient time to recover, so wherever possible, a crop rotation system is used. Likewise, pesticides are only used if there is evidence to suggest that there is a chance that the whole crop is going to be completely destroyed – in this case only the amount that is strictly necessary is used. These policies enable us to guarantee the consistent excellent quality of all of our SanLucar products: The *Öko-Test* consumer magazine has rated our tomatoes and apples as "very good" on several occasions.

### **Taste the sun with SanLucar**

"Taste the SUN": SanLucar's fresh and catchy slogan quite simply transmits the outstanding flavour of all of its fruits. SanLucar cultivates its fruits in countries like Spain, Italy, Tunisia, South Africa or Ecuador. The sun and the beautiful natural environments where SanLucar's farms are located, lie at the heart of the brand's identity. However, people play the main role. In fact, in any advertising material by SanLucar – whether posters, TV spots or any other promotional action at the Point of Sale - a face is portrayed: the image of one of SanLucar's master growers and fruit pickers. Their image, name and place of origin are included, as a hallmark of the extraordinary quality of SanLucar's products.

It is fundamental for children to have a healthy diet which includes plenty of fruit and vegetables, not to mention all of the vitamins that these products provide. However, it cannot be denied that, more often than not, children would rather eat sweets and fast food. SanLucar has been collaborating with the producers of children's films such



as 'Maya the Bee' and 'Ice Age' in various different initiatives over the last few years, in which they have successfully managed to get children excited about eating fruit.



*Dalember Carbo and Víctor Icaza, two of SanLucar's pickers at the Hacienda Magdalena in Ecuador*

### **Success based on innovative ideas**

In close collaboration with its partners, SanLucar develops, tests and cultivates more than 100 new varieties of strawberries, raspberries, blackberries and blueberries every single year. Its success is a result of both considerable time and effort: it can take three to five years before a new variety is placed on the market.

SanLucar provides its products to its business partners in 36 different countries. These are often stores which are part of large German and Austrian supermarket chains such as Edeka, Wasgau, Rewe, Karstadt, Perfetto, Tengelmann, Globus, Feneberg, Doego, Billa or Merkur. By using the latest technology, SanLucar is able to safeguard the quality of the cold chain - in-built sensors provide continuous information in real time via satellite regarding the temperature in the container, the humidity, the position of the container and the route. Thanks to this technology, not only the timely delivery of its products to the final destination is possible, but SanLucar is also able to ensure that the fruits arrive in perfect condition, as if they had just been picked. But what's the point of the fruit looking attractive if nobody is going to buy or consume it? SanLucar ensures that the fruit and vegetable department

becomes an eye-catcher: An attractive brand presentation in combination with regular promotions and appealing secondary placement at the POS help the retail partners to increase sales.



*One of SanLucar's quality technicians carrying out field work*

### **“Taste in harmony with people and nature”**

SanLucar created its sustainability programme DREAMS based on this business philosophy. This programme includes social and environmental projects in the company's international sites and in its farms located in Tunisia, South Africa and Ecuador. SanLucar's environmental projects focus on the preservation of land, water and air resources and its social projects promote the importance of education, nutrition and sport. The company has also set up the SanLucar Academy. Through this initiative, it aims to help its employees build their skills by giving them the opportunity to participate in educational and training programmes. Stephan Rötzer tells us, “We want to make the world a sunnier place, so we help our employees and their families to take control of their lives and make their dreams come true”, “We sow the seeds and we grow together. This is our way to offer healthy, fresh and natural products with the best taste” says the owner of SanLucar.



# A quick glance at the SanLucar Group: Facts and figures

*(May 2019)*

**Name:** SanLucar Fruit S.L. (Private Limited Company)

**Sector:** Food and drink

**Products:** Fruit and vegetables, fruit juices, smoothies, apple chips

**Year founded:** 1993

**Founder and owner:** Stephan Rötzer

**Corporate Headquarters:** Puzol (Valencia, Spain)

**Branches in:** Spain, Germany, Austria, Tunisia, South Africa, Ecuador, The Netherlands and United Arab Emirates

**Number of employees:** Approx. 2,800

**Number of products:** More than 100 varieties

**Source countries:** 35

**Sales countries:** 36

**Sales in the 2017/2018 financial year:** 404 million Euros

## **Clients with the SanLucar brand concept (selection)**

- Edeka (Germany)
- Wasgau (Germany)
- Feneberg (Germany)
- Citti (Germany)
- KaDeWe (Germany)
- Rewe: Merkur, Billa, Sutterlütty (Austria)
- Carrefour (Dubai)
- Thrifty's (Vancouver, Canada)



## **Details about the sites**

### **Spain**

- Puzol, Valencia (1993): Corporate headquarters, general management, administration, commercial departments
- 260 employees

### **Germany**

- Ettlingen (2001): German head office and logistics centre in Germany
- 84 employees

### **Austria**

- Ebreichsdorf, Vienna (2002): Austrian head office and logistics centre in Austria
- 77 employees

### **Tunisia**

- Farm La Cinquième Saison (2008): Cultivation of tomatoes
- Farm Flor'Alia (2013): Test fields and cultivation of strawberries and raspberries
- Farm Les Perles du Désert (2016): Cultivation of citrus fruits and grapes
- 1,728 employees

### **South Africa**

- Farm Rooihogte (2011): Cultivation of citrus fruits, grapes and mini-figs
- Farm De Hoek (2015): Cultivation of grapes
- Farm Middlerivier (2015): Cultivation of citrus fruits
- 500 employees

### **Ecuador**

- Farm Santa Elena (2013): Cultivation of grapes
- Farm Hacienda Magdalena (2013): Cultivation of bananas
- Farm Lourdes (2014): Cultivation of grapes
- 121 employees

### **The Netherlands**

- Rotterdam (2013): Dutch head office and logistics centre
- 4 employees

### **United Arab Emirates**

- 2018: Office in Dubai
- 2 employees



*Countries where SanLucar grows and sells its products*

## Product categories

- **Citrus fruit:** Clementines, mandarins, grapefruit, (blood) oranges, lemons, limes
- **Berries:** Strawberries, raspberries, blueberries, redcurrants, gooseberries
- **Tomatoes**
- **Pome fruits:** Apples, Opal®- apples, pears, grapes
- **Stone fruits:** Apricots, cherries, nectarines, platerinas, peaches, saturn peaches, plums
- **Exotic:** Pineapples, avocados, figs, persimmon, kiwis, mangoes, bananas, pomegranates
- **Melons:** Cantaloupe, galia, piel de sapo, watermelon
- **Vegetables:** Aubergines, artichokes, broccoli, cucumbers, peppers, lettuce, celery, asparagus, zucchini
- **Smoothies and juices**
- **Other products:** Herbs, peanuts





## Together towards success

**Distribution of responsibilities and combination of competences: commercial management and lasting partners.**

### **Stephan Rötzer, founder and owner**

Son of a fruit and vegetable wholesaler from Munich, Rötzer discovered his passion



for Spain from an early age and he continued to build on all that his father had taught him when he was younger. In 1993, he founded SanLucar. In doing so, he put “master growers” who were working in exceptional cultivation areas, in touch with important commercial operators in Germany and Austria. Stephan Rötzer’s hard work and enthusiasm over the course of the next few years certainly paid off and he was able to turn a start-up into a global company. “I never cease to be amazed by both fruits and the dynamic of the business. I feel grateful that I can live my passion while constantly travelling around the world.”

### **Jorge Peris, Co-founder and General Manager**

The economist from Valencia started out supporting Stephan Rötzer as a student in the founding and development of SanLucar. Hand in hand with the growth of the company, he faced a variety of professional challenges, ranging from HR and Finance to the Management Department. Today he is the SanLucar Group’s General Manager and focuses on strategic corporate development. As a dream team, Stephan and Jorge always come up with good ideas about how they can further revolutionise the world of fruit.





"If people had told me back then when I was a student that SanLucar would start out in a garage and turn into a global enterprise, I would've probably thought they were crazy. But SanLucar has always been something special. Keeping it that way has always been my duty and I continue to keep a watchful eye on it."

### **Through thick and thin**

Is it possible for a global company, which has nearly 2,800 employees from 25 nations, to really feel like a big family? Here at SanLucar it certainly is. The company provides a mutually supportive environment which fosters the development of each and every individual. It also encourages them to take on new challenges and in doing so, the company - its employees and partners - are able to grow together. All of our employees treat each other with the respect that they deserve and demonstrate the same attitude when dealing with the natural environment and resources.

Everyone who works for SanLucar is committed to the corporate values: *Partnership, Performance Orientation, Innovation Spirit, Commitment* and *Drive for Learning*. These make up "The Nature of SanLucar", the DNA of the company so to speak.



*Employees at the headquarters in Puzol, Spain*



SanLucar has a special connection with its master growers. Thanks to their knowledge which has been passed down through the generations, along with their passion for healthy fruit and vegetables, they help to ensure that SanLucar is able to fulfil the promises made to consumers every day.



*Stephan Rötzer surrounded by master growers. From left to right: Maribel and Juan Poveda, Vito Giuliano, Javier and Jorge Llusar, Antonio Giuliano and Sebastian Morcelo (Fresaflor).*

### **Giuliano Puglia Fruit**

The Giuliano family cultivates grapes, cherries, peaches, nectarines and apricots for SanLucar. The company was founded by Antonio Giuliano in 1956 in an area close to Bari in Italy, and this family business grew to become what is now one of the most important cherry and grape producers in Italy. Nowadays it is jointly run by brothers Vito, Gianni and Nicola. Every morning at 4AM Vito can be found in the fields making sure that everything is running smoothly, Gianni is in charge of the financial aspects of the business and Nicola is responsible for marketing. Each of them have specialised in a specific part of the business. In 2017, the Giuliano family began to collaborate with SanLucar, cultivating grapes in the farm De Hoek in South Africa.



### **Antonio Llusar and CIA**

The roots of this family business go back to the 1920s, in fact the company is now run by the third generation of Llusars, and they cultivate oranges and mandarins for SanLucar. Brothers Jorge, Javier and Antonio Llusar are all equal partners in the company. Jorge is responsible for the marketing, Javier for the cultivation of the products and Antonio directs the financial side of the company. SanLucar has been running the farm Rooihogte with the Llusar family since 2012, and in 2015 they started to jointly run the farm Middlerivier, both of which are located in South Africa.

### **Frutas Poveda**

The Poveda family has been cultivating stone fruits and lemons in Murcia (Spain) for generations. As one of SanLucar's long-standing partners, the family typically favours traditional working methods, but nonetheless they know when to use modern know-how to improve the cultivation of their products. In fact, they have managed to prolong the season in which lemons with edible peel are available for purchase.

### **Fresaflor**

Since SanLucar was founded in 1993, the Fresaflor cooperative has been the master grower responsible for the cultivation of strawberries, blueberries and raspberries in Huelva. The warm climate in the area surrounding this Andalusian city makes it the best place for cultivating strawberries in Spain. For Fresaflor, being able to always provide premium quality products is fundamental. The company places particular emphasis on the use of environmentally friendly agricultural practises. Their products stand out from the rest of the products on the market thanks to their exceptional freshness.

### **Oragro**

SanLucar collaborates with the company Oragro for the cultivation of cherries. This company leads the largest unified production of cherries in Europe from its farm in Turkey. The plantation is located near to Antalya, and the use of covered fields located at different heights allows the company to harvest the highest quality of cherries.



## From a start-up to an international operating group

### Milestones in SanLucar's history

- 1993:** Stephan Rötzer founds the company SanLucar in Valencia (Spain).
- 1997:** With 16 employees, SanLucar reaches sales figures of 32 million Euros.
- 2001:** SanLucar Germany starts its activities in the Karlsruhe wholesale market.
- 2002:** SanLucar Austria starts to operate in the Vienna wholesale market
- 2003:** The SanLucar brand is introduced in Austria.
- 2004:** The SanLucar brand is introduced in Germany, starting in EDEKA Südwest and Wasgau.
- 2006:** The *Ökotest* consumer magazine awards SanLucar's tomatoes with the rating of "very good".
- 2007:** The number of employees increases to 128, the annual sales reach 162 million Euros.
- 2008:** SanLucar starts to cultivate tomatoes in Tunisia. It will go on to cultivate berries, citrus fruits and grapes.
- 2010:** SanLucar now has 763 employees, reaching annual sales of 223 million Euros.
- 2011:** SanLucar starts to cultivate citrus fruits and grapes in South Africa, later it will go on to cultivate mini figs.
- 2012:** SanLucar cultivates bananas in Ecuador; later it will go on to cultivate grapes.
- 2013:** SanLucar founds the soup kitchen El Puchero in Valencia to help to provide food, training and humanity to economically disadvantaged families.
- 2014:** With 1,780 employees, SanLucar reaches annual sales figures of 336 million Euros and starts to sell its products in Eastern Europe, Russia and the Gulf States.
- 2016:** Smoothies and juices are launched onto the market in Austria and Germany. SanLucar Benelux is set up to deal with the orders in Holland and Belgium.
- 2017:** SanLucar employs around 2,800 people worldwide. The company's turnover was approx. 400 million Euros in the financial year 2017/2018.



- 2018:** The Tunisian President awards the "Social Progress Award" to SanLucar in recognition of the company's effort to improve the working and living conditions of its employees.
- 2019:** SanLucar opens its own flagship store in the luxurious department store Kaufhaus des Westens (KaDeWe) in Berlin.



*The new office building in Spain, the works were completed in 2017.*



## **The best quality? Of course!**

**From the field to the fruit and vegetable section: SanLucar's quality management system sets new and innovative standards for the sector. The shops and consumers are the main beneficiaries as they now have access to exceptionally fresh and tasty fruit and vegetables.**

Maintaining a consistently high standard of fruit and vegetables is quite the challenge -we are of course talking about fruits of nature. SanLucar does everything in its power to ensure that all of its products are cultivated in the optimum climatic conditions all year round, but not even its top experts can prevent sudden storms or unusually high or low temperatures in the company's plantations in Europe, South America and Africa amongst others. The only way to ensure the high quality of products that it is renowned for producing, is by having a comprehensive quality management system in place in all of the zones that it supervises.

### **The master growers provide tested quality**

SanLucar chooses their master growers very carefully as the company hopes to be able to maintain a lasting partnership with them. These are often family businesses and growers with a vocation, all of whom have extensive experience that has been passed down through the generations, whether they specialise in grapes, oranges, cherries, strawberries, etc. It is only through relationships such as these, built on mutual trust, that SanLucar is able to continue producing the high-quality products for which the firm is known. Providing fair and social treatment to our employees is our main priority, especially in our farms. For example, SanLucar is the first company in Tunisia to fulfil the requirements of the GRASP module (General Responsibility Assignment Software Patterns) for improved working conditions. In accordance with the national and international legal provisions, this module assesses questions such as salary criteria, overtime, holiday entitlements, protection of minors, the election of a workers' representative and compliance with legal requirements in contracts. SanLucar also provides its cultivation partners with the necessary guidance and resources so that they will also be able to take the GRASP module assessment. SanLucar's goal for 2020, is that all of its cultivation partners throughout the world are certified with this qualification.



## **Food safety is the top priority**

SanLucar is involved in all aspects of the fruit production process – from choosing the varieties and cultivating them, to the subsequent packaging and shipping, to the in-store presentation. The controls implemented at each stage of the production chain are extensive and costly, in fact, renowned independent laboratories carry out around 1,200 analytical studies every single year. The traceability of the products is an important part of the quality assurance process. Thanks to the information provided on the packaging label, it is easy to quickly determine which farmer cultivated a specific piece of fruit and you can even find out which field it was cultivated on.

Of course, the quality management systems that are in place also control the proper usage of plant protection products. As a general rule, SanLucar tries to limit their usage as far as possible. SanLucar is committed to using biological control methods. They only resort to other options when the crop is under threat and there really is no other alternative. If any product is used, this is then recorded in the cultivation journal. They carry out inspections both before and after the harvest to ensure that the products meet all of the legal requirements, as well as SanLucar's high quality standards. As such SanLucar ensures that they always stay true to our philosophy "Taste in harmony with people and nature", and that they never lose sight of their strict quality standards. SanLucar is continuously looking for new environmentally friendly methods and uses natural enemies for pest control as by doing this it will be able to maintain the biological equilibrium.

Likewise, once the fruit has been picked, the company studies its performance in their own laboratory. They have discovered that by using carbon dioxide and oxygen they can slow down the ripening process and lengthen the product's shelf life.

## **Keeping track of the super varieties**

Variety is the key to a better life - and to the success of the business. Together with its partners, SanLucar tests and cultivates more than 100 varieties of strawberries, raspberries, blackberries and blueberries. The aim is to find berry varieties that stand out due to their exceptional taste and level of resistance, as this will allow us to further reduce the use of pesticides. SanLucar only researches and cultivates natural crosses between the different varieties. The company has variety development centres in North America, Africa and Europe where they can develop the best varieties for the respective climate conditions of each zone.



All of this costs money and requires considerable time and effort: It can take three to five years before a new strawberry variety enters the market, always with the ideal packaging.

### **Innovative and ecological packaging**

Sometimes it isn't enough for the fruit to just taste extraordinary, it needs to be suitably packaged so that the fruit is protected and the consumer feels like buying it. For this reason, SanLucar designs packaging that, as well as being aesthetically pleasing and representative of the nature of the brand, is also as environmentally friendly as possible. One example of this is the innovative Nature bag. This bag is made out of paper and has two handles and it is very different from the typical packaging used for fruit such as plastic, Styrofoam and cardboard containers. The paper bag is just as sturdy as other containers, but it is considerably lighter, meaning that less material is used. The carry handles also appeal to customers as they are able to take the fruit with without having to touch it. This prevents damage to the fruit and less fruit needs to be thrown away.



*Nature bag for grapes*

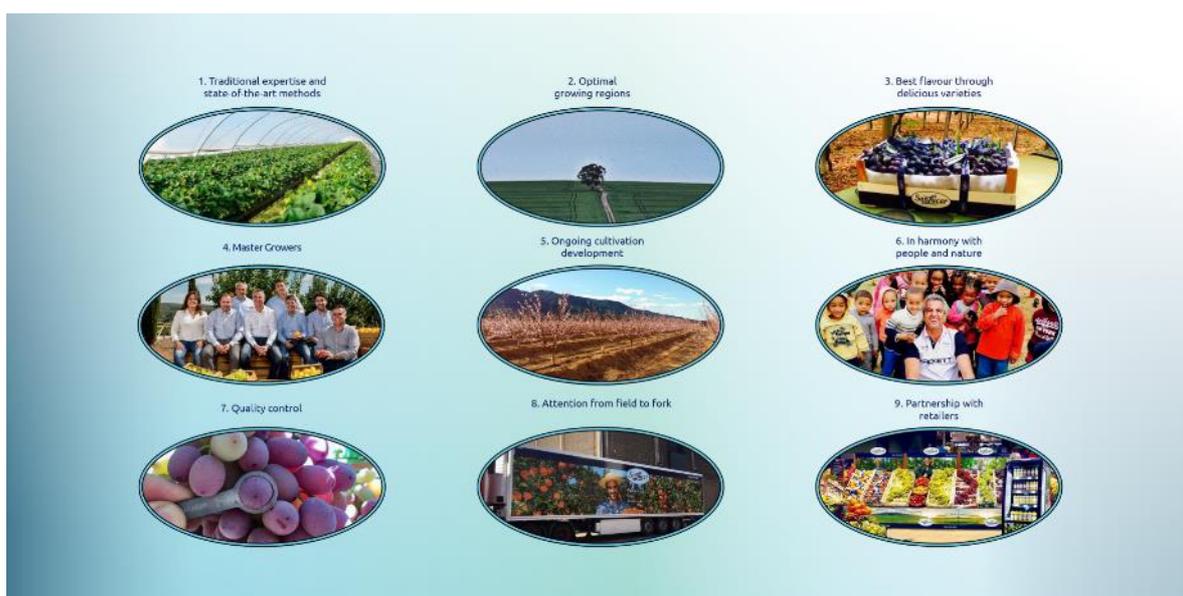


## Deliciously healthy: Smoothies and juices from SanLucar

SanLucar sells smoothies and fruit juices in Germany and Austria, which are made from the produce of its own harvests. These 100% pure fruit juices and smoothies are available in nine different flavours, and they fully preserve all of the fruit's natural properties, vitamins and minerals and no artificial preservatives are used. SanLucar's smoothies and fruit juices are sold in glass bottles as this not only is the most environmentally friendly form of packaging, but also the best way to protect the quality and taste of the fruit. At two kiosks in shopping centres of Austria, there are now not only smoothies on offer, but also SanLucar fruit snacks "to go". These can be eaten while on the go, at school or at work.

## Well refrigerated until they reach their final destination

SanLucar supplies its products to business partners in 36 countries. These are often stores of large supermarket chains. Often thousands of kilometres separate the farm and the supermarket's fruit and vegetable section. By using the latest technology, SanLucar is able to safeguard the quality of the cold chain - in-built sensors provide continuous information in real time via satellite regarding the temperature in the container, the humidity, the position of the container and the route. Thanks to this technology, SanLucar is able to ensure not only the timely delivery of its products to the final destination, but it is also able to ensure that the fruits arrive in perfect condition, as if they had just been picked.



*SanLucar's value added chain*

## Maximum freshness in the fruit and vegetable section

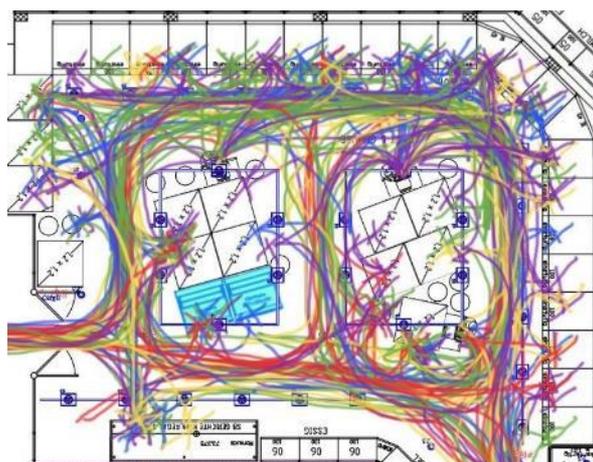
**SanLucar uses detailed analyses and creative concepts to help its trade partners to increase their turnover.**

With an abundance of fresh fruit and vegetables, all presented in an attractive manner and surrounded by posters showing close ups of growers and fruit pickers: SanLucar's Points of Sale are always eye-catching. Supermarket customers will be drawn in by SanLucar's passion for fresh fruit and vegetables and will immediately want to take some of its products home. Anyone with experience in the commercial sector will know that the way that this Point of Sale (POS) has been set up, has in no means been left to chance, it has been perfectly orchestrated and it is the result of the work of some of the best experts in this field.

There is a complex process behind the set up and the results of market research, from both the producers and the retailers themselves, play a central part when determining the criteria that are to be followed. Thanks to SanLucar's expert knowledge, it is able to identify deficits in the positioning in the store at the POS and offer proposals for improvement.

A tried and tested procedure has been established and this is adhered to by all of the SanLucar team. The analysis process that is carried out is much more comprehensive and exhaustive than the processes that are typically used in the sector.

"We always consider the fruit and vegetable section as a unit. Our work is divided into three blocks: Customer behaviour analysis, customer surveys and data-based section analysis," states Oliver Daniel, sales director at SanLucar.



*Example of a customer flow analysis*

## Recommendations for each sales segment

At the POS, SanLucar is able to measure how customers shop: Where do they stop, what type of display stands they walk past, how often do they put products in their shopping trolley. “We ask our customers: Do you have any suggestions, proposals, and criticism? We then prepare our observations and measurement data with a specially developed method,” says Oliver Daniel. This means that for the first time, SanLucar’s partners can analyse their fruit and vegetable section by using objective turnover data. The main benefit of carrying out these evaluation processes is that we can draw up an optimisation proposal that is adapted to each POS. “For this reason, we take each sales segment into account, for example: organic products, regional products or the business’s own store brands. In addition to placement proposals we also develop design concepts.”

An attractive display organised by themes or flavours of the world can be increasingly important when trying to gain customer loyalty, not least because of the growth of online commerce in the food sector. According to Oliver Daniel “Thanks to our POS optimisation proposals, our partners’ fruit and vegetable sections always look fresh and innovative, resulting in increased sales and greater profits.”



*Presentation of SanLucar products at the POS*



## DREAMS come true

**“Taste in harmony with people and nature” – with the DREAMS programme SanLucar has developed various projects that promote sustainability and responsible action.**

In SanLucar, **DREAMS** means **D**eveloping **R**esponsible **E**nvironments **A**nd **M**ulticultural **S**ocieties. This programme encompasses projects that aim to create responsible environments and multicultural societies. Although this concept may seem to be quite technical and abstract, the purpose of DREAMS is very humane and concrete: It consists of helping people who are living in the countries where SanLucar farms are located, to fulfil their dreams and develop as individuals. There are things that we sometimes take for granted, things that may mean so much more to someone else, and so through this project SanLucar hopes to be able to provide people with new opportunities. SanLucar’s aim is to help to improve the lives of these people and their surrounding areas, providing them with support in the hope that they too will be able to strive to become independent in the medium and long-term. For this reason, SanLucar was awarded with the prize for social progress by the Tunisian government in May 2018. The prize commends the continued efforts to improve the working and living conditions of its employees on the farm La Cinquième Saison in Tunisia.

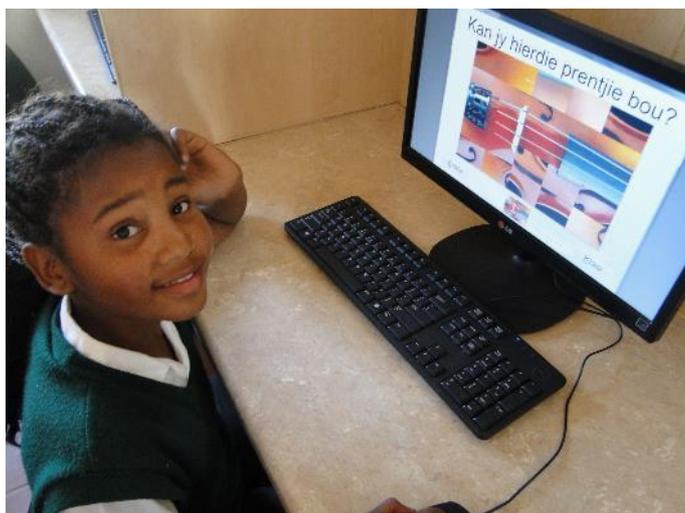
One of the other priorities of the DREAMS initiative is to protect the environment. The best fruit and vegetables are cultivated in unspoiled natural environments. For this reason, SanLucar is therefore committed to a climate friendly cultivation that conserves resources.

Changes start with each person. This is why SanLucar has decided to address the local and individual needs at its sites in Spain, Tunisia, South Africa, Ecuador, Germany and Austria by introducing the DREAMS programme. The employees and partners have the chance to participate in the projects on site as part of a voluntary programme.

The **social projects** focus on three aspects:

**Education** – as the basis for personal development.

At SanLucar people from 25 different nationalities work together. In 2013, the SanLucar Academy was created with the aim of building and sharing knowledge: It currently organises extensive training programmes that focus on the different needs of the employees and their children. The most popular classes that SanLucar offers are the language courses: The company offers German, English, French, Italian and Spanish classes. There is a SanLucar Academy at all of their sites. These courses have had very positive effects in countries such as Ecuador, Tunisia and South Africa. For example in their Farm Rooihoogte in South Africa, the support programmes for boys and girls aged from 3 months to 16 years has considerably improved the opportunities for their employees' children.



**Nutrition** – a healthy diet helps us to stay fit and lively!

As a specialist in the fruit and vegetable production, SanLucar is very committed to contributing to healthy eating. Therefore they advocate a balanced diet for children. In the German state of Baden-Württemberg, SanLucar donates fruit to the primary schools in Ettlingen; in Austria they collaborate with the Austrian Sport Aid Association to organise a school competition. The company believes that children who discover how delicious fruit and vegetables are early on in life, will kick-start healthy eating habits which stay with them for the rest of their lives.

In South Africa the firm has started a permaculture garden. This gives the users the opportunity to provide for themselves, while at the same time, it strengthens their community.



**Sport** – builds the community spirit and teaches social values such as fair-play and team spirit.

Doing sport helps to build our immune system, it activates our body's self-healing power, it puts us in a good mood and it prevents obesity. The company is fully aware of all of these advantages and that is why they decided to bring more movement to the SanLucar world. For example, they set up a sports school in Pueblo Viejo in Ecuador: Here the children can let off steam all year round by participating in its extensive sports programme. They offer football and basketball training as well as judo and boxing classes with qualified instructors two days a week. As well as building strength, the children learn the importance of teamwork as well as how to live a healthy life and eat healthily, and more importantly, they have fun doing so.



For the **protection of the environment**, SanLucar focuses on three aspects:

**Soil** – SanLucar chooses cultivation areas which need limited natural resources. Likewise, it mainly uses ecological products to deal with infestations and it is always searching for more environmentally friendly methods. SanLucar tries to always use beneficial insects to combat plant infestations in a natural manner. Everyone knows, if there were no bees, there would be no pollination, and as a result no fruit, this is why SanLucar takes great care of them, especially on its strawberry fields.



**Water** – many of the plantations are located in very hot and dry zones. As a result, SanLucar is committed to using water in a very controlled and measured manner. In the South African farm Rooihogte they have installed probes in the roots that are used to measure the moisture of the soil. By using specialised software, and taking into consideration the soil quality, the inflorescence and the meteorological forecast, SanLucar's agricultural engineers are able to calculate exactly how much water is required. As a result they are able to save many unnecessary litres of water. SanLucar also installed an irrigation system in their tomato oasis in Tunisia and thanks to the treatment and reuse of water they have been able to reduce their consumption by 30%.



**Air** – to reduce the CO<sub>2</sub> emissions, SanLucar has made huge investments into the use of solar energy and photovoltaic cells in its sites. In 2017 SanLucar started to plant trees in unpopulated areas of one of its farms in Ecuador. The reforestation along the bank of the Pueblo Viejo River will help to prevent land erosion and create new habitats for flora and fauna in the zone. And if this wasn't enough, these trees will also absorb large amounts of CO<sub>2</sub>.



*“SanLucar aims to supply everyone with our most natural, freshest and most delicious fruit and vegetables. And in a way we can be proud of.”*

(Stephan Rötzer, founder and owner)



## Frequently asked questions

### **1. How are SanLucar's fruit and vegetables cultivated?**

SanLucar's partners cultivate their fruit and vegetables in the most natural way possible, always oriented to use an integrated and ecological production system. The varieties and cultivation zones are selected in such a way that the impact on the environment is minimal due to the soil condition, as well as the climatic and hydrological conditions. SanLucar tries to fight plant infestations and diseases using the natural methods available, for example by introducing beneficial insects. They only resort to the use of pesticides when they have used all of the natural measures available and the whole crop is under threat as this could have a detrimental effect on the economic existence of the many people involved. If any product is used, this is recorded in the cultivation journal. SanLucar carries out inspections both before and after the harvest to ensure that the products meet all of the legal requirements, as well as their high quality standards.

### **2. Why do SanLucar's products not have a Bio certificate?**

"Organic" and "fair trade" are a good thing. Sustainability, fair pay and good working conditions are SanLucar objectives after all! But the company looks at certain developments with a critical eye, such as the abundance of organic certifications. Very often, the criteria for getting such certifications are rather generous. Therefore the company has decided to follow its own path, combining quality and environmental protection as its main goal. This is exactly what the brand SanLucar stands for. Any auditor or consumer will be able to attest to this fact. The prestigious German consumer magazine *Ökotest* has rated SanLucar's apples and tomatoes as «very good» and with good reason.

### **3. How much importance does SanLucar place on the regional cultivation of fruit?**

SanLucar's regional approach places value on local products and on the experience of regional growers. They always know exactly where the products come from and can provide this information to their consumers. SanLucar grows its fruit and vegetables in the places where the seasonal fruit tastes best. The company places great importance on developing long-lasting relationships with its main partners in



different countries. The majority of these are family companies which boast extensive experience and long-standing traditions: These are SanLucar's master growers. They know exactly what to do to ensure the best quality final product.

#### **4. Strawberries all year round. Does the season no longer count?**

SanLucar wants to be able to offer the same products, with the same quality all year round. Obviously, the only way to guarantee the quality and flavour of the products is by picking them in season. The fact that SanLucar has subsidiary companies on three different continents means that they can always pick the fruits in season and as such, can always guarantee the best possible flavour.

Consumers are becoming more and more aware of the importance of including fruit and vegetables as part of a healthy diet. However, everyone has their particular preferences and they may or may not like what is in season at any given moment. There is typically a limited variety of fruit and vegetable products on offer in the winter months, so SanLucar aims to help people to maintain a balanced diet by offering a large selection of fruit and vegetables all year around.

#### **5. Why do SanLucar's products have a sticker on them?**

SanLucar ensures the premium quality of their fruit and vegetables by carrying out extensive quality controls. The company thinks that it is important for the consumers to know that these are certified SanLucar products, so it puts a label on all of its products which are sold loose. It is like a hallmark of quality. The glue used for the stickers is specially formulated to be in contact with food products.

#### **6. Is all of the packaging really necessary for fruit and vegetables?**

Fruit and vegetables are delicate products. The packaging used provides protection, limiting the likelihood of them ending up in the rubbish bin if they are bruised during transportation or if they are stored in an unsuitable manner and it will also lengthen their conservation time. Packaging is also recommended for hygiene reasons, as it means that people won't be able to unintentionally touch the products. Finally, as SanLucar is a premium fruit and vegetable brand, it is important to protect its brand as it is a visible sign of what they stand for.



The company has a department that is exclusively responsible for the innovation and development of packaging. SanLucar's specialised team works to produce environmentally friendly packaging. One such example is the nature bag for grapes: This bag is made out of paper and has two handles and it is very different from the typical packaging used, such as plastic, Styrofoam and cardboard containers. The paper bag is just as sturdy as other containers, but it is considerably lighter, meaning that less material is used. The carry handles also appeal to customers as they are able to take the fruit with them without having to touch it. This prevents damage to the fruit and as a result less fruit needs to be thrown away.

### **7. Why does SanLucar have farms in South Africa, Tunisia and Ecuador?**

In modern agriculture, having access to new varieties is fundamental. SanLucar has set up its own cultivation zones in different countries so it can develop new product varieties. This means that it is always able to offer the best quality and best tasting product. For this reason, they are constantly on the lookout for areas throughout the world, which have the ideal cultivation conditions in terms of climate, soil, hydric resources, etc. and they collaborate in the most ambitious breeding programmes. Every single product requires specific environmental conditions to be able to guarantee optimum growth, for example bananas grow exceptionally well in Ecuador's tropical climate.

In any case, regardless of the location of the subsidiary company, SanLucar's concept is applicable. SanLucar is committed to providing fair treatment to its employees. For example, SanLucar is the first company in Tunisia to fulfil the requirements of the GRASP module (General Responsibility Assignment Software Patterns) for improved working conditions. In accordance with the national and international legal provisions, this module assesses questions such as salary criteria, overtime, holiday entitlements, protection of minors, the election of a workers' representative and compliance with legal requirements in contracts.

### **8. What does SanLucar do to reduce CO<sub>2</sub> emissions and water consumption?**



SanLucar has implemented different systems which guarantee that only the natural resources which are absolutely necessary are used at its different sites. For example, in our South African farms, they have installed probes that determine exactly how much water the fields need. These probes measure the moisture and temperature of the soil at different depths, and provide us with information about soil irrigation. By taking the weather forecast into consideration and using software which has been specifically developed for the cultivation, they are able to determine when the soil next needs to be irrigated and how much water will be required.

The logistics centre in Austria has a 140 kWp photovoltaic installation. The solar panels cover a surface area of 1,200 m<sup>2</sup> and provide energy to the warehouse and to the refrigerated chambers. Since SanLucar introduced the photovoltaic facility, SanLucar has produced more than 250,000 kWh, equivalent to 63 tonnes of firewood, 30 tonnes of coal or 25 tonnes of petroleum. This would be enough to provide for the annual electrical consumption of 50, four-member households. Thanks to this facility, SanLucar was able to save more than 132,000 kg of CO<sub>2</sub>. In 2015, it substituted 656 halogen bulbs with LED light bulbs in the storage warehouse at its Ettlingen site since these are much more effective and ecological. As a result, this saved 107,000 kW of energy and 61 tonnes of CO<sub>2</sub>. 4,880 trees would have to be planted to be able to counteract the effects of this amount of CO<sub>2</sub>.



## SanLucar online

You will find more information and graphic material about SanLucar on the following websites:

[www.sanlucar.com](http://www.sanlucar.com)

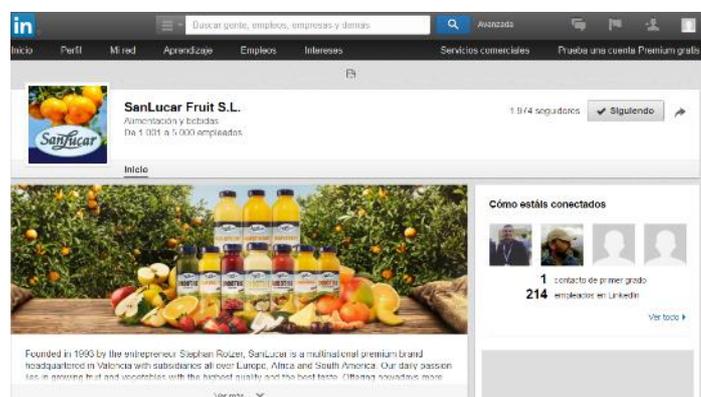
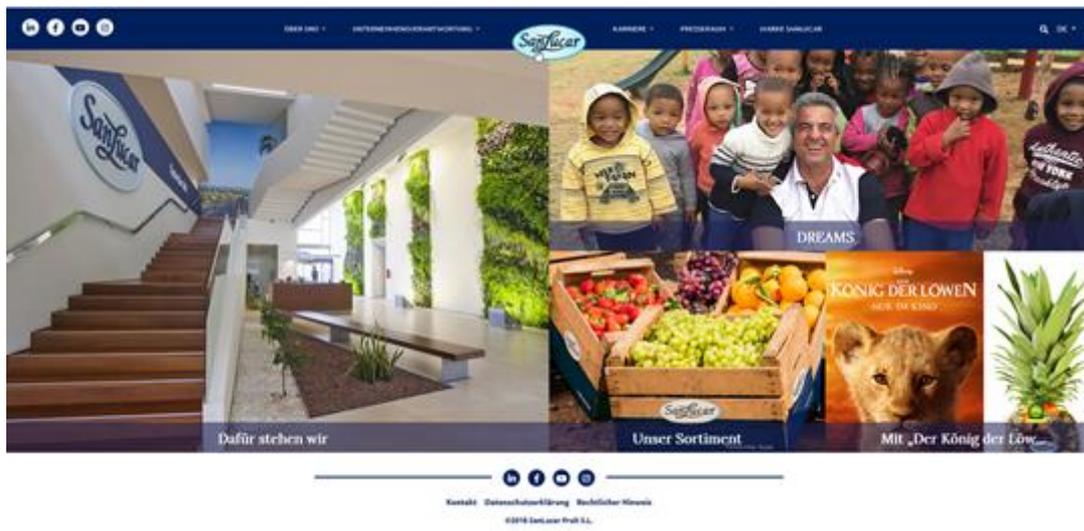
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## SanLucar press contact

Press contact **International** SanLucar Fruit

Sonia Gabarda

sonia.gabarda@sanlucar.com / Tel. +34 96142 40 40. Extension 2410

Press contact **Germany** SanLucar Fruit

Jennifer Heer

jennifer.heer@sanlucar.com / Tel. +49 (0) 7243 525 411 04



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