



By Maura Maxwell

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SanLucar founders take back control



Out: Michael Brinkmann, left, with founder Stephan Rötzer

The group is going back to its roots with a new management structure around founders Stephan Rötzer and Jorge Peris

SanLucar has overhauled its management structure, handing control back to its founders and team of international fruit and vegetable specialists.

CEO Michael Brinkmann has left and his position will be abolished in the short to medium term, while founders Stephan Rötzer and Jorge Peris, will assume the day-to-day running of the company once again.

The company, which is on course to see a 9 per cent rise in turnover to €440m in 2018/19, said concentrating on its operative business would set its course for the future.

"From field to fork, our priority is to successfully perform all our value chain activities," Rötzer said.

"That is why we have opted for a structure in which the best experts in each part of the value chain lead the decision-making process: starting with the selection of varieties, cultivation, logistics, to presentation and advice at the point of sale, in order to be able to offer fresh fruit and vegetables with the best taste to consumers.

"These experts are already in our management team and we want to expand their responsibilities to drive our continued growth. Thanks to their know-how in their respective areas of expertise, we will continue working to differentiate SanLucar brand in the global fruit and vegetable market."

Rötzer thanked Brinkmann

for his dedication and commitment, saying that he had made a very important contribution to the company's current structure and positive development over recent years.

SanLucar was founded in 1993 and employs 2,800 people worldwide. With subsidiaries in Germany, Austria, Spain, Tunisia, South Africa, Ecuador, Benelux and Dubai, SanLucar produces around than 100 varieties of fruit and vegetables from more than 35 countries.