



By Maura Maxwell

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SanLucar enlists Simba in new campaign

Consumers will have the chance to win a family trip to Bari as part of new Lion King promotion

SanLucar is to launch a lion-themed promotion to coincide with the release of Disney's new live-action adaptation of *The Lion King*.

The point-of-sale campaign, which will run in July and August in Germany and Austria, will feature lion cub Simba on SanLucar's pineapples, melons, grapes and stonefruit.

Consumers will also have the chance to win a family trip to Bari, Italy, to visit one of the company's growers.

"Little Simba is a beloved figure who will surely sweeten the taste of fruit for big and small lions," said Nuria Pizán, the company's brand and creative director.

"Children especially need enough healthy energy for their growth, therefore fruit is an important pillar in their diet."

In order to promote a healthier lifestyle, Disney has come up with its Disney Kitchen concept, a new packaging design that identifies products that comply with the company's nutritional guidelines and promote the consumption of fruit, vegetables and whole grains.

"All our fruit growers are subject to our strict and extensive certification requirements and testing. We are the only fruit and vegetable brand in

Germany and Austria that can meet Disney's requirements for the Disney Kitchen Logo. That makes us quite proud," Pizán said.

In addition to the specially designed packaging, SanLucar will offer its customers numerous promotional materials such as displays, sales folders, recipe folders and top signs.

