



José - Antonio García
Director



Linkedin

"Beyond a certain point there is no return. This point has to be reached" (Franz Kafka)

THE YELLOW BATTLE CRY!

Just as important as the physical strength, the skill in handling weapons or the tactical ability that a military unit displays in combat are the mythology and fame that surrounds it. Believing oneself or the enemy to be invincible is a ruthless weapon, as the legions, the Tercios or Napoleon's Imperial Guard have proven throughout history. **The battle cry begins the ceremony of combat. In our case it kicks off the new Lemon from Spain 2021/2022 campaign.**

That is our battle cry! Welcome to the Lemon Age!!! Let's go!

4 out of every 10 lemons consume in the fresh market in the world come from Spain. And if we focus on Europe... the ratio rises to 7 out of 10.

Welcome to a **new age**. The age of **freshness, healthy living, and sustainability**.

An age for anyone who wants to **taste the good things in life**.

Welcome to the age of you. Welcome to the **Lemon Age!**



FRUIT ATTRACTION RETURNS

👏 We have lived a very intense week where the LEMON from SPAIN with AILIMPO has been strongly present in the international fair of the fruit and vegetable sector Fruit Attraction in Madrid. There was a hunger for the Fair, a desire to see each other's faces, even with a mask, to look each other in the eye without screens, without Zoom, Teams or Webex. We have exceeded all expectations, LIMON has been present with force, making a lot of noise.

The Olympic champion Sandra Sánchez, taught us the secret of her success, with Lemon of Spain, of course! Her values of effort, joy, passion and self-improvement are a great example! We really have an exceptional ambassador.



ACTION AGAINST BREAST CANCER

On 19 October we celebrate World Breast Cancer Day, and from AILIMPO and LEMON FROM SPAIN, for the second consecutive year, we want to stand by all the women who have gone through it, and show them our support.

We want to give them visibility, and show that, despite the possible scars, however "their lemons" are, all bodies are beautiful. Everything, to create a social movement through social networks with millions of impacts.

This year, we are more ambitious and we are launching a more powerful initiative, involving more than 8,000 women who work in export warehouses and industries, because they are also protagonists, and LEMON FROM SPAIN reaches more than 85 markets around the world thanks to them.

