

EUROPA IMPULSA UN FUTURO SALUDABLE

**WELCOME TO THE LEMON AGE**  
CON LOS LIMONES DE ESPAÑA

**CAMPAÑA EUROPEA**  
**TERCEROS PAÍSES 2020-2023**  
**AÑO 2**

INFORME FINAL AÑO 2



CAMPAÑA FINANCIADA  
CON LA AYUDA  
DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA  
LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD  
DE LOS PRODUCTOS AGRÍCOLAS



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# WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

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CAMPAÑA FINANCIADA  
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## 2. RELACIONES PÚBLICAS



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## 2.1 ACTIVIDADES PERMANENTES

En el segundo año se creó un nuevo dossier de prensa de la campaña, un documento indispensable para los medios de comunicación con toda la información de la campaña. Este dossier se ha adaptado también al resto de los idiomas de la campaña: francés e inglés.

EUROPE PROMOTES A HEALTHY FUTURE

# WELCOME TO THE LEMON AGE

WITH LEMONS FROM SPAIN

**PRESS KIT**

The content of the present advertising solely represents the opinion of the author and is the exclusive responsibility of the same. The European Commission assumes no responsibility for the use that may be made of the information contained therein.

**LEMON FROM SPAIN**

CAMPAÑA FINANCIADA POR LA UNIÓN EUROPEA

THE EUROPEAN COMMISSION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.

**ENJOY IT'S FROM EUROPE**

### GLOBAL LEMON PRODUCTION

	EUROPE	ARGENTINA	USA	TURKEY	SOUTH AFRICA
FRESH	3,283,825	324,328	824,875	788,825	224,880
INDUSTRIAL	272,825	1,124,947	228,000	33,250	82,342
PRODUCTION	3,557,400	1,459,294	844,875	792,075	307,142

**LEMONS ARE MAINLY INTENDED FOR FRESH AND INDUSTRIAL USE**

lemons are primarily intended for fresh consumption, i.e. for culinary use.

### GLOBAL SALES OF FRESH LEMON

**3,600,000 t** Global production of fresh lemons averaged during 2016-2018

**1,283,000 tons** Europe is at the forefront of fresh lemon sales worldwide. Spain is the main producer with 700,000 tons

### WHAT IS THE #LEMONATTITUDE?

- IT'S AN ATTITUDE:** It's the best and the best in Europe
- IT'S AN OUTLOOK:** healthy, delicious, versatile, energetic, and it's European strength
- IT'S ABOUT BEING NATURAL:** and credible, without white labeling because the future
- THE LEMON ATTITUDE:** isn't just one attitude, it's many
- IT'S ABOUT ADDRESSING:** the properties of lemon to make our lives better
- IT'S BEING UP-TO-DATE:** and embracing a trend that is not just a trend
- IT'S ABOUT FLEXIBILITY FOR MUSCLES:** being good at what we do with our products and production
- IT'S ABOUT "SQUEEZING":** the most out of the big volume of water for things to happen
- IT'S ABOUT BEING ACTIVE:** and having the words from "lemon" to "lemon"

### ECONOMIC SUSTAINABILITY

The social and economic responsibility of the European lemon sector is guaranteed through the creation and distribution of added value among employees and shareholders, taking into account market conditions, supply and justice. This therefore leads to the production and distribution of quality and profitable goods and services for the community of which it is part.

For this reason, all lemon purchases must be formalized through the approved standard Contract that is in accordance with the marketing conditions set by Law 12/2010 of the Spanish Food Supply Chain and summarized in the Code of Good Business Practices in Food Contracting (CBPC) issued by Spanish Ministry of Agriculture, Fisheries and Food.

### Increase in organic production

The European lemon is a global point of reference in the organic sector. It has experienced an increase in production of 14.8% between 2012 and 2018, going to the main producer of organic lemons in Europe with 126,550 tons (2018).

**+14.8%** of organic lemon production area in the last decade

**126.550 t** of organic lemons produced in 2018

**CHANGES IN TOTAL SURFACE AREA, ORGANIC LEMON 2012-2018 in Spain**

**IN SUMMARY**

- The European lemon is a global leader in both fresh and processed lemons. You don't have to look any further than the area to grow it.
- Spain is the organic producer of fresh lemons.
- Spain is the global producer of fresh lemons.
- Spain is the global producer of processed lemons.
- 488 million euros of fresh lemons.
- 126 million euros of processed lemons.

### EUROPEAN LEMON VARIETIES

Europe mainly grows two varieties of lemons that guarantee a supply of lemons all year round.

**FINO LEMON**

**VERNA LEMON**

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## 2.1 ACTIVIDAD PERMANENTE

Del 21 al 23 de septiembre se participó en el ICBC Congress, un congreso internacional del sector de los cítricos y las bebidas del que también fuimos patrocinadores.

The image shows a Zoom meeting interface on the left and the ICBC Virtual website on the right. In the Zoom meeting, a 'Thank You Sponsors' slide is displayed, featuring logos for Florachem, STS, FS&HN, Citromax Group, LEMON FROM SPAIN, F&F Trapani, and Chemical Systems. The Zoom name bar shows participants: GINES MENA (highlighted with a red box), Beth Miller Tip..., Dinah DIAZ, and Rachelle. The Zoom toolbar at the bottom shows 93 participants, chat, share screen, record, raise hand, and leave buttons.

The ICBC Virtual website on the right has a blue header with the ICBC logo and navigation links: About, Program, Sponsors, and Registration. The main content area is titled 'Sponsor Recognition' and includes a 'Virtual ICBC Save the Date September 21-23, 2021' box. Below this are buttons for 'Join Our Mailing List', 'Registration Information', 'Agenda-at-a-Glance', and 'Become a Sponsor'. The 'Sponsor Recognition' section lists several sponsors with 'Visit Website' links: Florachem, STS, FS&HN, Citromax Group, and LEMON FROM SPAIN (highlighted with a red box). The LEMON FROM SPAIN logo includes the text 'ENJOY IT'S FROM EUROPE' and the European Union flag.



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También se han lanzado 4 notas de prensa correspondientes al calendario editorial. Estas notas de prensa, orientadas al consumidor final, trataban sobre temáticas diferentes donde se destacaba la calidad, sostenibilidad y versatilidad del limón europeo.

## EUROPE PROMOTES A HEALTHY FUTURE WELCOME TO THE LEMON AGE WITH LEMONS FROM SPAIN

Press Release

### Canada is already the third largest non-EU market for European lemons

- > The North American country, together with the United Arab Emirates, had the largest year-on-year increases in demand for European lemon markets, acquiring a total of 10,937 tons.
- > This is due, among other aspects, to the fact that European lemon producers offer a quality, sustainable, audited fruit with carbon and water footprint and social commitment.

Madrid, February 23, 2022.- Lemon from Europe is a guarantee and a synonym of quality. For this reason, more and more consumers around the world trust this golden citrus fruit produced in the European fields of the Mediterranean basin. So much so that, throughout the last campaign, which ran from October 2020 to September 2021, half of the lemons exported fresh came from member countries of the European Union (EU), a fact that consolidated the organization formed by twenty-seven States as the largest exporter of this fruit worldwide, with Canada being the third largest importer of European lemon after acquiring 10,937 tons.



Specifically, and according to the statistical office Eurostat, the European Union put into circulation during that period 137,137 tons of fresh lemons outside its borders, that is, 50% on a total of 274,737 tons exported worldwide. And the fact is that, even though domestic consumption in Europe has grown at 3 kg per person since 2015 (+10%), the organism has also distinguished itself as the world's leading producer of fresh lemons, with 1,708,610 tons noted in the 2020/21 season, well ahead of other major players such as Turkey (1,100,000 tons), United States (835,000 tons) and South Africa (625,000 tons).

As mentioned above, the year-on-year increase in demand from Canada (+41%) is noteworthy, which together with the United Arab Emirates (+51%) were the markets with the greatest increase in requests for European lemons during the last season. This situation allowed it to climb to the third position in the ranking of importers, a place previously held by Serbia. However, the North American country still maintains some distance with the United Kingdom and Switzerland, whose volumes stood at 76,568 and 23,311 tons of lemon imported, respectively.

"The European lemon has more flavour and firmness and is marketed under the maximum guarantees. The customer understands that it cannot compare a lemon produced in the southern



FEBRERO - CANADÁ  
Exportación del limón a Canadá

## EUROPE PROMOTES A HEALTHY FUTURE WELCOME TO THE LEMON AGE WITH LEMONS FROM SPAIN

Press Release

### Why is it advisable to use lemon vitamin C during the winter?

- > In 100 g of lemon there are about 50 mg of vitamin C, half of the daily intake recommended by health experts, which for adults ranges between 95 and 110 mg of this nutrient per day.
- > The lemon produced in the European Union retains this and many other properties until it reaches the consumer's hands, since it is always marketed under the maximum guarantees.

Madrid, February 23, 2022.- Although this winter has reached its peak between late January and early February, with heavy snowfall especially in the central and eastern states, Phil the groundhog has predicted that there are still several weeks to go until the coats are put away in the closet. Thus, the period of the year when low temperatures make us more susceptible to certain diseases and ailments related to them continues, so during this time special care must be taken not to fall ill. In fact, both viruses and bacteria tend to thrive in cold and dry conditions, highlighting the importance of consuming lemon for its high vitamin C content.



In addition, Omicron has had a significant impact throughout the country, after two years of the pandemic, surpassing the records of the autumn wave, derived from the Delta variant.

This citrus fruit not only acts as a gastronomic ingredient, but is also an important source of vitamin C, since in 100 g of lemon there are about 50 mg of this nutrient; that is, almost half of the daily intake recommended by health experts, which in adults ranges between 95 and 110 mg per day, as advised by the National Institute of Health (NIH) in the document "Vitamin C: Fact Sheet for Consumers"<sup>1</sup>. The amount even rises to 120 mg for nursing mothers.

Therefore, anyone over the age of 18 should try to consume between two and three lemons a day to cover the need for nutrients required by their own body.

Why use vitamin C in winter?

<sup>1</sup> Vitamin C: Fact Sheet for Consumers: <https://ods.od.nih.gov/factsheets/VitaminC/#consumer/>



FEBRERO - USA  
Importancia Vitamina C



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Estas notas de prensa fueron recogidas por diferentes medios de comunicación del país y todas esas publicaciones se han ido recopilando en los informes de clipping.

## EUROPE PROMOTES A HEALTHY FUTURE WELCOME TO THE LEMON AGE WITH LEMONS FROM SPAIN

Press Release

### Three benefits that make lemon a key food in the Mediterranean diet

- Natural, fat-free, salt-free and low in sugars, lemon perfectly combines the concepts of health and nutrition. Therefore, it is positioned as a good option to follow a healthy lifestyle.
- In addition, science supports that vitamin C can be a very effective ally through three benefits experienced by those who include lemon in their regular diet.

Madrid, March 22, 2022.- Absolutely everything is used from the lemon, from the peel to its juice, a quality that gives it great versatility in the kitchen. But the real treasure of this citrus fruit is hidden behind its health properties, which are highly appreciated by sports and nutrition professionals. In fact, this particularity has made it a key food in the Mediterranean diet, considered by the World Health Organization (WHO) as one of the healthiest, most complete and balanced diets in the world.

Natural, fat-free, salt-free and low in sugars, lemon perfectly combines the concepts of health and nutrition. Therefore, it is positioned as a good option to follow a healthy lifestyle. In addition, it is an important source of vitamin C, since 100 g of lemon contains about 50 mg of this nutrient; that is, half of the daily consumption recommended by experts, which in adults ranges between 95 and 110 mg per day, as advised by the National Center for Biotechnology Information (NCBI) in the document "Dietary reference intakes of vitamin C, vitamin E, selenium and carotenoids". The amount even goes up to 120 mg for nursing mothers.

Therefore, anyone over the age of 18 should try to consume between two and three lemons a day in order to cover the need for nutrients required by their own body.

#### Three benefits backed by science

In this way, science supports that vitamin C can be a very effective ally through three benefits experienced by those who include lemon in their diet on a regular basis:

1. The vitamin C in lemon contributes to the formation of collagen for the normal functioning of blood vessels, bones, cartilage, gums, skin and teeth. For this reason,



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MARZO - CANADÁ  
Propiedades limón

## EUROPE PROMOTES A HEALTHY FUTURE WELCOME TO THE LEMON AGE WITH LEMONS FROM SPAIN

Press Release

### European lemon, an example of sustainability at every level

- In addition to growing a natural product with healthy properties, European lemon growers have given this citrus fruit added value through environmental sustainability.
- The lemon sector in Europe has proven to be a good ally against global warming, capturing 360,550 tons of CO2 per year, and a reference in water use and management.

Madrid, March 22, 2022.- Food sustainability is becoming an increasingly important part of the consumer's purchasing decision. The last eight years have been the warmest on the planet since modern temperature records began, according to NASA's Goddard Institute for Space Studies (GISS). Periods of drought, such as the one experienced by the West Coast states, are also more common. As a result, the European lemon industry has been focused on improving its sustainability and environmental impact for several decades now.



Thanks to various projects carried out by European producers, lemons have been proved to be a good ally in the fight against climate change. For example, in Spain the sector captures 360,550 tons of CO2 per year, a figure equivalent to the pollution caused by 140,000 diesel cars driving 20,000 km. This is due to the fact that its Mediterranean coastline has a lemon tree forest of more than 15 million specimens, with each tree absorbing some 26.6 kg of CO2 per year.

The fixation of greenhouse gases results from the techniques applied in the production of this citrus fruit. Thus, the increase in organic acreage since 2012 has helped to reinforce CO2 capture. "Apart from that, this type of crop comes from an agriculture that preserves and protects biodiversity, by encouraging the planting of plant species and eliminating synthetic products that affect both the fauna surrounding the farms and the food chain," says José Antonio García, director of the Interprofessional Association of Lemon and Grapefruit of Spain (AIIIMPO).

In addition, the European lemon sector is a reference in water use and management, since it has managed to increase productivity in the last 30 years by 274% in farms while reducing its

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MARZO - USA  
Sostenibilidad



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## 3. SITIO WEB Y RR.SS



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## 3.2 SITIO WEB

A lo largo del año se ha **actualizado esta página web** con nuevo contenido como: información sobre nuevas notas de prensa en la sección de prensa, video recetas...etc.



Aquí encontrarás las **noticias más frescas del mundo del limón**: novedades, eventos, acciones, entrevistas... y mucho más!  
Porque el **sector, nuestros limones**, y por supuesto, **Lemonnower**, tienen mucho que contar, y muy pronto estarán en boca de todos.



DESCARGAR PRESS KIT

### NOTAS DE PRENSA

- The European Lemon Localities First Ever Campaign to Share its Virtues in the United States: "Welcome to the Lemon Age"
- The European lemon creates a new era in gastronomy thanks to its unique flavor and vitamin C
- European Lemons Are #1 in World Lemon Production for 2020
- Lemon from Europe: the two varieties that guarantee its production all year round
- Why is it advisable to eat lemon vitamin C during the winter?
- Canada is already the third largest non-EU market for European lemons
- European lemons, an example of sustainability at every level
- Three benefits that make lemon a key food in the Mediterranean diet



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CEVICHE DE COQUES AU CITRON



MOUSSE DE CITRON, NOIX ET GRANOLA



TACOS DE POULET AU CITRON ET AU GUACAMOLE



COCKLES CEVICHE WITH LEMON



LEMON MOUSSE, WALNUTS AND GRANOLA SOIL



CHICKEN TACOS WITH LEMON AND GUACAMOLE



BUDDHA BOWL DE RIZ ET POULET À LA VINAIGRETTE AU CITRON ET À LA MOUTARDE



TARTARE DE SAUMON AU ZESTE DE CITRON ET À LA MANGUE



VERRINES DE TARTE AU CITRON



BUDDHA BOWL OF RICE, VEGETABLES AND MUSTARD LEMON



SALMON TARTARE WITH LEMON ZEST AND MANGO



LEMON PIE CUPS



CEVICHE DE COQUES AU CITRON



MOUSSE DE CITRON, NOIX ET GRANOLA



TACOS DE POULET AU CITRON ET AU GUACAMOLE



BUDDHA BOWL DE RIZ ET POULET À LA VINAIGRETTE AU CITRON ET À LA MOUTARDE



TARTARE DE SAUMON AU ZESTE DE CITRON ET À LA MANGUE



VERRINES DE TARTE AU CITRON

Sitio Web:

Thelemonage.com



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## 3.2 REDES SOCIALES

Se han seguido actualizando los perfiles de las distintas RR.SS de la campaña donde mensualmente se publica contenido relativo a la campaña adaptado al target y a la actualidad del momento. Estos contenidos son adaptados a los idiomas de la campaña.

The screenshot shows the Facebook profile for 'Welcome to the Lemon Age'. The profile picture is a smiling lemon character. The bio reads: '@WelcometotheLemonAge · 5 (2 opiniones) · Alimentos y bebidas'. Below the bio, there are tabs for 'Inicio', 'Opiniones', 'Vídeos', 'Fotos', and 'Ver más'. The 'Información' section shows that 23,881 people like this and 23,994 people follow it. The website listed is <http://www.thelemonage.com/>. The 'Fotos' section displays a grid of images related to lemons and lemon products. A post from 5 de abril a las 17:00 is visible, discussing the freshness of European lemons and their distribution system.

This screenshot shows a Facebook post from 'Welcome to the Lemon Age' dated 31 de marzo a las 18:00. The post text reads: 'One of the most valued qualities of the European lemon is its versatility, as it can be used in many different ways: fresh, as a condiment, in confectionery, as a drink, in cocktails, as a cosmetic... the lemon is infinite!'. Below the text is a photo of hands squeezing a lemon into a glass. The post has 37 likes and 1 comment.

This screenshot shows a Facebook post from 'Welcome to the Lemon Age' dated 17 de marzo a las 18:00. The post text reads: 'Happy St. Patrick's Day! We already know that today the color that triumphs is green, but you can enjoy this celebration even more by giving it a touch of lemon yellow, and make a healthy toast with a smoothie or a lemon juice! Have a great time, Lemonencers!'. Below the text is a photo of a smiling lemon character against a green background with 'Happy St. Patrick's Day' text. The post has 35 likes and 3 shares.

Facebook:  
**@WelcometotheLemonAge**



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thelemonage\_us

212 publicaciones 1.689 seguidores 42 seguidos

The Lemon Age US  
Producto/servicio  
Welcome to the official Instagram account of The Lemon Age!  
#WelcomeToTheLemonAge  
thelemonage.com

Recipe Lemomch... It's from EU

PUBLICACIONES REELS VÍDEOS ETIQUETADAS

thelemonage\_can

213 publicaciones 360 seguidores 66 seguidos

The Lemon Age Canada  
Welcome to the official Instagram account of The Lemon Age!  
#WelcomeToTheLemonAge // Bienvenue sur le compte Instagram officiel de The Lemon Age!  
thelemonage.com

Recipes #lemonch... It's from EU

PUBLICACIONES REELS VÍDEOS ETIQUETADAS

Instagram:  
**@thelemonage\_us @thelemonage\_can**



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Se han diseñado los kits para poder para repartir entre influencers y publicar post sobre Vitamina C y recetas con limón. Estos kits consistían en una caja + botella cristal + delantal + folleto+ delantal.



Caja contenedora  
madera



Producto  
(limones)



Botella cristal



Folleto



Delantal



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ENJOY  
IT'S FROM  
EUROPE



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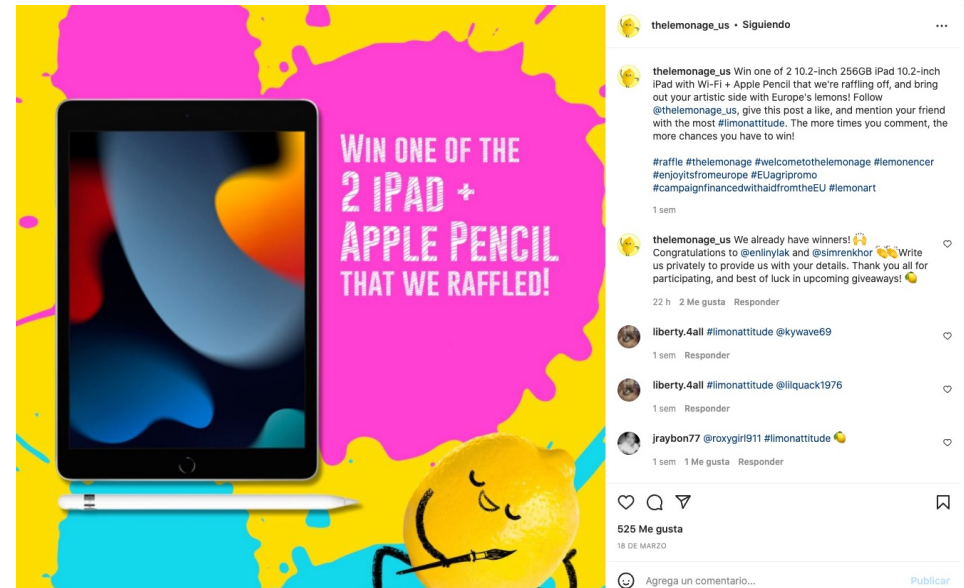
# WELCOME TO THE LEMON AGE

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Se ha realizado y gestionado concursos en EEUU y Canadá donde ha regalado 4 iPads que se han repartido 2 en EEUU y 2 en Canadá.



Canadá



Estados Unidos



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## 4. PUBLICIDAD



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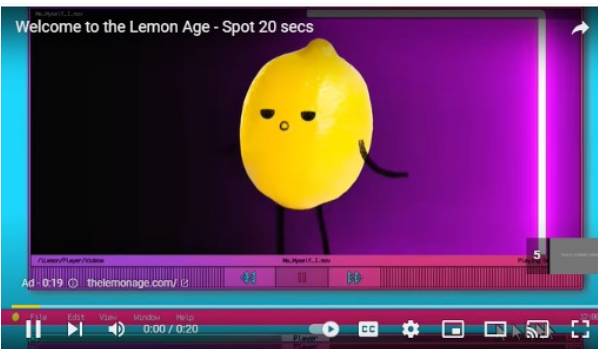
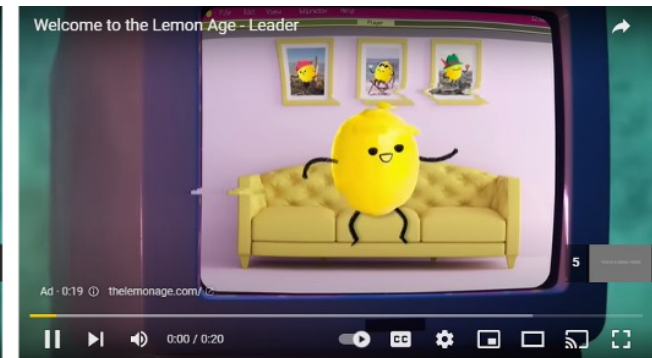
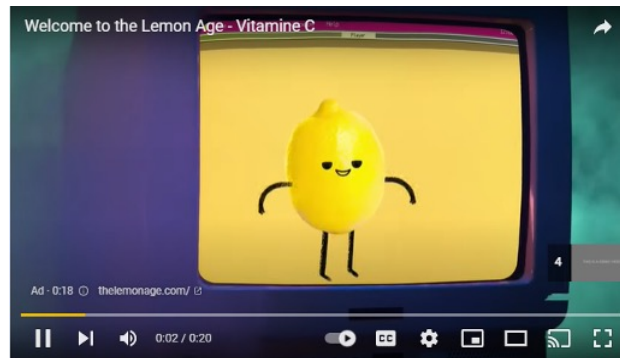
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## 4.4 ONLINE

Se ha realizado una campaña de YouTube Ads con los videos de la campaña en formato Pre-roll trueview de 20".



CAMPAÑA FINANCIADA  
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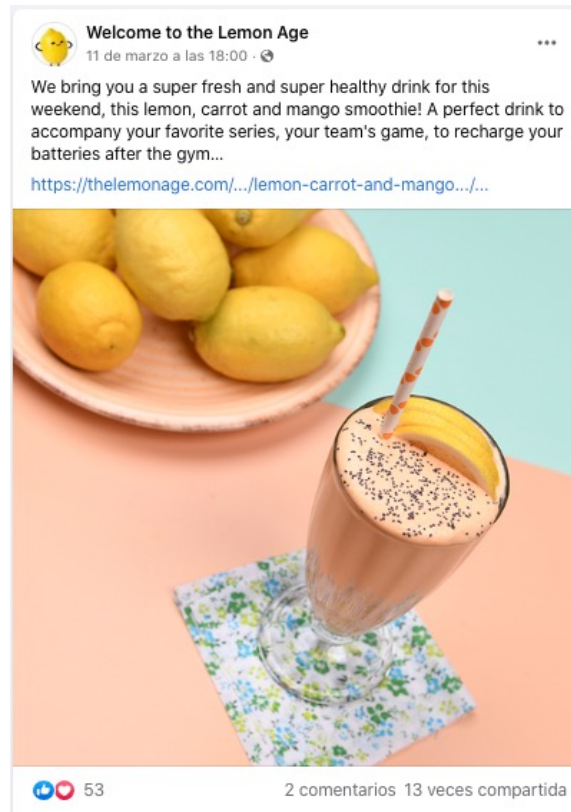
LA UNIÓN EUROPEA RESPALDA  
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A lo largo de todo el año estuvo activa la **campaña de paid media en RRSS**. Tanto en Facebook como en Instagram, se promocionaron diferentes post para poder llegar a más público.



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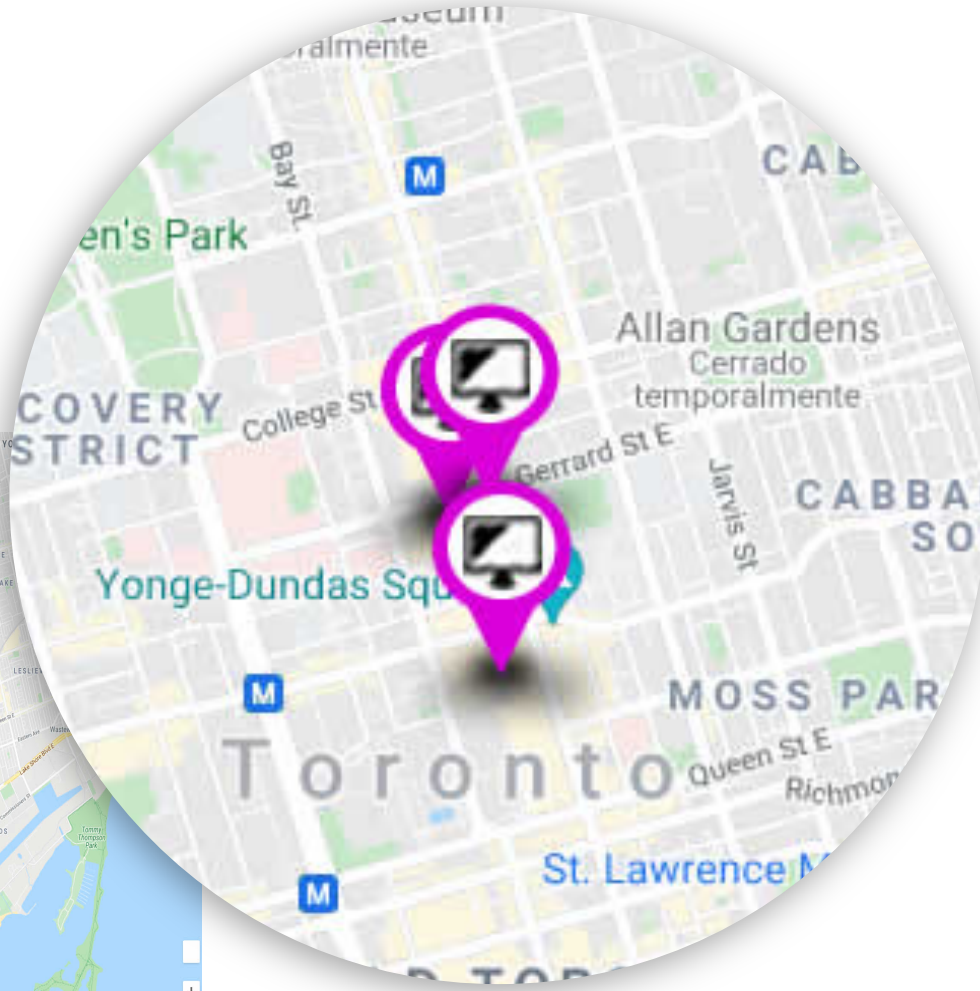
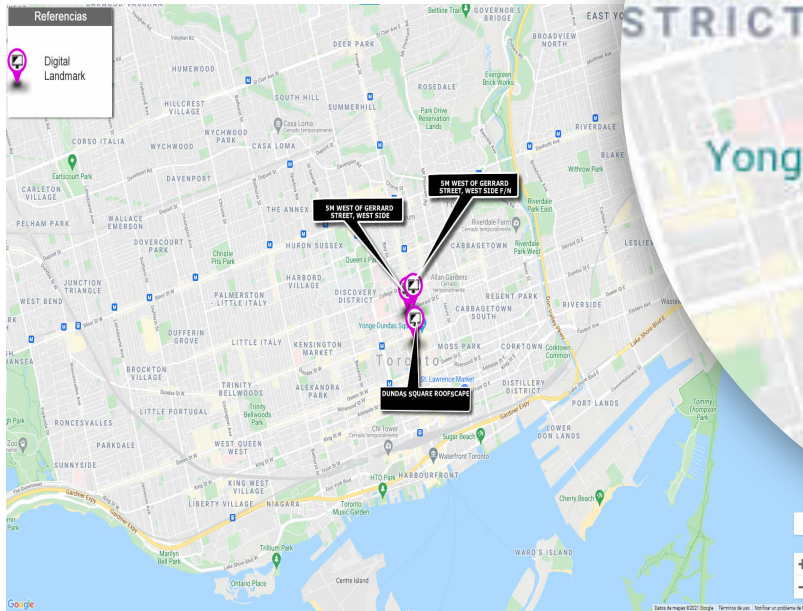
EUROPA IMPULSA UN FUTURO SALUDABLE

# WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

## 4.5 EXTERIOR

### MAPA DE COBERTURA /LOCALIZACIONES



CAMPAÑA FINANCIADA  
CON LA AYUDA  
DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA  
LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD  
DE LOS PRODUCTOS AGRÍCOLAS

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El **DUNDAS SQUARE ROOFSCAPE** es un soporte de gran formato con contenido dinámico. Con unas medidas de **1918,75x314,94 pulgadas**, o lo que es lo mismo, **4,8 metros de largo por 0,8m de alto**.

Nos ofrece conseguir gran notoriedad e impactar a nuestro público objetivo por su excepcional ubicación.



1 soporte con 1 pantalla curva + 1 lateral



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Por otro lado, ubicarnos en el **5M WEST OF GERRARD STREET, WEST SIDE** nos coloca en una de las 25 intersecciones más concurridas de Toronto, con el tráfico peatonal diario más importante y muy cerca de la Universidad de Ryerson, próximo a bares y restaurantes, el Toronto Eaton Center...



1 soporte con dos pantallas en esquina



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## 5. INSTRUMENTOS DE COMUNICACIÓN



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## 5.2 VIDEOS PROMOCIONALES

Se grabaron **6 videorecetas** basadas en la preparación de recetas sencillas con limón para nuestro target. Estas videorecetas se difundieron en la propia web de campaña y se adaptaron además a los idiomas de la campaña.



Batido detox de Limón,  
espinacas, jengibre, manzana y  
kiwi



Milkshake de Limón, helado de  
vainilla y té matcha



Mokaccino de Limón y chocolate  
blanco



Tacos de pollo al Limón y  
guacamole



Ceviche de berberechos al  
Limón



Mousse de Limón, tierra de  
nueces y granola



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Además, las recetas han sido traducidas a los idiomas de la campaña (francés, inglés y español latino) tanto para incluir el paso a paso en la página web como los textos incluidos en los vídeos.

## CHICKEN TACOS WITH LEMON AND GUACAMOLE



25 minutes



Medium



4 people

### INGREDIENTS

3 fino or verna lemons  
3 skinless, boneless chicken thighs  
3 tablespoons cornstarch  
1 spoon of sugar  
100 ml chicken broth  
60 ml soy sauce  
1 avocado  
½ small onion  
8 branches of coriander for guacamole  
2 branches of cilantro to decorate  
Salt  
800 ml of sunflower oil for frying  
8 corn tortilla

### PREPARATION

Cut 3 slices of lemon and reserve half a lemon for the guacamole. Squeeze the remaining lemons. Put the juice and slices in a saucepan together with the chicken broth, sugar and 1 tablespoon of cornstarch. Mix well. Heat over medium heat until thick. Set aside.

Cut the chicken into 3 x 3 cm cubes and place in a bowl with the soy sauce. Marinate a few minutes.

Heat the frying oil and when it's hot, bread the chicken in the remaining cornstarch and fry until lightly golden.

In a mortar add the avocado without skin together with the cilantro, salt and the juice

Heat the corn tortillas in a pan or 30 second

Put 2 tortillas per plate and a base of guacamole with the lemon sauce. Finished with

## TACOS DE POULET AU CITRON ET AU GUACAMOLE



25 minutes



Moyenne



4 personnes

### INGRÉDIENTS

3 citrons fino ou verna  
3 cuisses de poulet désossées et sans peau  
3 c. à soupe de maïzena  
1 c. à soupe de sucre  
100 ml de bouillon de poulet  
60 ml de sauce soja

### ELABORACIÓN

Couper 3 rondelles de citron et mettre un demi-citron de côté pour le guacamole. Presser les citrons restants. Mettre le jus et les rondelles de citron avec le bouillon de poulet, le sucre et une cuillère de maïzena dans une casserole. Bien mélanger. Chauffer à feu moyen jusqu'à épaississement. Mettre de côté.

Découper le poulet en cubes de 3 x 3 cm et placer dans un bol avec la sauce soja. Mariner pendant quelques minutes.

Frir l'huile. Une fois chaude, enrober le poulet dans le reste de la maïzena et faire cuire jusqu'à ce qu'il soit légèrement doré.

Dans un mortier, ajouter l'avocat sans peau ni noyau, l'oignon haché en petits dés, la coriandre, le sel et le jus d'un demi-citron. Écraser jusqu'à ce que le tout soit bien mélangé.

Chauffer les tortillas de maïs dans une poêle, ou passer 30 secondes au micro-ondes.

Placer dans chaque assiette et couvrir d'une base de guacamole. Ajouter quelques cubes de poulet frit et de la sauce au citron. Garnir avec quelques feuilles de coriandre.

## TACOS DE POULET AU CITRON ET AU GUACAMOLE



25 minutes



Moyenne



4 personnes

### INGRÉDIENTS

3 citrons fino ou verna  
3 cuisses de poulet désossées et sans peau  
3 c. à soupe de maïzena  
1 c. à soupe de sucre  
100 ml de bouillon de poulet  
60 ml de sauce soja  
1 avocat  
½ oignon (petit)  
8 brins de coriandre pour le guacamole  
2 brins de coriandre pour garnir  
Sel  
800 ml d'huile de tournesol pour frire  
8 tortillas de maïs

### ELABORACIÓN

Couper 3 rondelles de citron et mettre un demi-citron de côté pour le guacamole. Presser les citrons restants. Mettre le jus et les rondelles de citron avec le bouillon de poulet, le sucre et une cuillère de maïzena dans une casserole. Bien mélanger. Chauffer à feu moyen jusqu'à épaississement. Mettre de côté.

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Chauffer les tortillas de maïs dans une poêle, ou passer 30 secondes au micro-ondes.

Placer 2 tortillas dans chaque assiette et couvrir d'une base de guacamole. Ajouter quelques cubes de poulet frit et de la sauce au citron. Garnir avec quelques feuilles de coriandre.

**Sitio Web:**  
Thelemonage.com



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## 8. OTRAS ACTIVIDADES



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## 8.1 CREATIVIDAD Y ESTRATEGIA

Se crearon diferentes **creatividades** para utilizar en las distintas actividades y se realizaron las adaptaciones y traducciones a los idiomas.

**WELCOME TO THE LEMON AGE**

Congratulations Kam,

Hi friend! I've been told you are full of #lemonattitude and thanks to that, you have won a very cool prize ...

**An iPad with an Apple pencil!**

I'm not going to say I'm jealous, because I am the Lemonencer of Europe, and I pretty much have everything I need, but to win an iPad with an Apple pencil is almost as cool as me!

If I were you, I wouldn't hesitate for a second to upload a picture of it to your social media profiles to get a million likes, also, don't forget to tag us, we also want to show off a little :)

@thelemonage\_can  
#welcometothelemonage

Enjoy it a lot, and may our lemons, in addition to being a source of vitamin C, be a source of inspiration for your creations!

Cheers,  
Your friend Lemonencer :)

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LEMON FROM SPAIN

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TACOS DE POLLO AL LIMÓN Y GUACAMOLE 3 visualizaciones • hace 6 días	MOUSSE DE LIMÓN, TIERRA DE NUECES Y GRANOLA 0 visualizaciones • hace 6 días	CEBICHE DE BERBERECHOS AL LIMÓN 0 visualizaciones • hace 6 días	MOKACCINO DE LIMÓN Y CHOCOLATE BLANCO 1 visualización • hace 6 días	MILKSHAKE DE LIMÓN, HELADO DE VAINILLA Y TÉ... 0 visualizaciones • hace 6 días
BATIDO DETOX DE LIMÓN, ESPINACAS, JENGIBRE, ... 0 visualizaciones • hace 6 días	TACOS DE POULET AU CITRON ET AU GUACAMOLE 2 visualizaciones • hace 6 días	MOUSSE DE CITRON, NOIX ET GRANOLA 1 visualización • hace 6 días	CEVICHE DE COQUES AU CITRON 1 visualización • hace 6 días	MOKACCINO DE CITRON ET CHOCOLAT BLANC 0 visualizaciones • hace 6 días
MILKSHAKE DE CITRON, GLACE À LA VANILLE ET T... 0 visualizaciones • hace 6 días	MILKSHAKE DÉTOX DE CITRON, ÉPINARDS, ... 1 visualización • hace 6 días	CHICKEN TACOS WITH LEMON AND GUACAMOLE 0 visualizaciones • hace 6 días	LEMON MOUSSE, WALNUTS AND GRANOLA SOIL 0 visualizaciones • hace 6 días	COCKLES CEVICHE WITH LEMON 0 visualizaciones • hace 6 días