

EUROPA IMPULSA UN FUTURO SALUDABLE

WELCOME TO THE LEMON AGE
CON LOS LIMONES DE ESPAÑA

CAMPAÑA EUROPEA
TERCEROS PAÍSES 2020-2023
AÑO 3

INFORME FINAL AÑO 3



CAMPAÑA FINANCIADA
CON LA AYUDA
DE LA UNIÓN EUROPEA

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

ENJOY
IT'S FROM
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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

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2. RELACIONES PÚBLICAS



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2.1 ACTIVIDADES PERMANENTES

En el tercer año se actualizó **el 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.

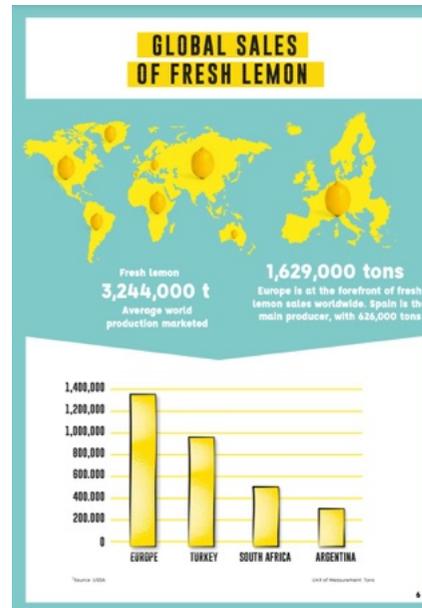
EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
 WITH LEMONS FROM SPAIN

PRESS KIT

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LEMON FROM SPAIN CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION
 THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.

ENJOY IT'S FROM EUROPE



WHAT IS THE #LEMONATTITUDE?

IT'S AN ATTITUDE
 that brings out the best in Europe

IT'S AN OUTLOOK
 healthy, attractive, youthful, energetic, zesty, or European Lifestyle

IT'S ABOUT BEING NATURAL
 and upholding tradition while looking towards the future

THE LEMON ATTITUDE
 isn't just one attitude, it's many. It's multicultural.

IT'S ABOUT HARNESSING
 the properties of lemon to make our lives alive bright.

IT'S BEING UP-TO-DATE
 and embracing a trend, but not just any trend: a healthy trend.

IT'S ABOUT FLEXING OUR MUSCLES,
 feeling proud of and satisfied with our products and production

IT'S ABOUT "SQUEEZING"
 the most out of the day instead of waiting for things to happen.

IT'S ABOUT ENJOYING EUROPE
 and flipping the switch from "lemon" to "LEMON!"

PREPARE THE LIKES BECAUSE THE LEMONENCER HAS ARRIVED

A new age has arrived: the Lemon Age, brought to you by the **LEMONENCER**, the world's first lemon influencer.

ACTION MIX

DIGITAL
 LEMONENCER will connect with the youngest audience in an innovative and creative way through social media and the campaign website

ADVERTISING
 We will amplify the campaign through special actions on various platforms creating special actions to achieve international coverage



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

2.1 ACTIVIDAD PERMANENTE

EL 20 de septiembre se participó en el **ICBC Congress**, un congreso internacional del sector de los cítricos y las bebidas del que también fuimos patrocinadores.



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EUROPA IMPULSA UN FUTURO SALUDABLE WELCOME TO THE LEMON AGE CON LOS LIMONES DE ESPAÑA

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

Do you know why the lemon is nicknamed the "MacGyver of fruits"?

- > The versatility of the lemon also expands outside the gastronomic field, a property that has allowed this citrus fruit to earn the popular nickname of the "MacGyver of fruits".
- > Here you can find new uses for lemon, very useful and easy to put into practice, that you may not have known about and will surely remember the next time you see it in the supermarkets.

Madrid, April 21, 2022.- Lemon is a trendy food. It is a **healthy, sustainable fruit and a source of vitamin C**, factors that are increasingly taken into account by consumers when making their purchases, especially those concerned about their well-being. In addition, it is **very versatile in the kitchen**, a quality that has made it one of the most popular members of the **Mediterranean diet**. However, this last attribute also transcends outside the kitchen, a situation that has earned it the nickname of the "MacGyver of fruits".



Lemon is used for absolutely everything. Therefore, here you will find new uses for this golden-colored citrus fruit that you may not have known about and that will make you see it as a **product of great value**.

- 1. Disinfectant cleaner**
The antibacterial and antifungal properties of lemon peel make this fruit very effective in **disinfecting all types of surfaces**. Consequently, it is possible to prepare a **multi-purpose cleaner** with lemon peel, 150 ml of white vinegar and another 150 ml of water.
To do this, peel the lemon and dip the peel in the white vinegar for one day. The next day, add the indicated amount of water and shake all the ingredients before use.
- 2. Laundry bleach**
Another use of lemon derives from its active compounds, which penetrate the fabrics of the clothes to remove yellowing and stains. Thus, it becomes a **more economical and sustainable alternative to chemical bleaches** designed to achieve whiter garments.

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LEMON FROM SPAIN

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ABRIL - USA
El MacGyver de las frutas

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

Press Release

Three cocktails with Verna lime to conquer the most demanding palates

- > The Verna lemon has a juice with less acidity compared to other varieties, a singularity that makes it the perfect ingredient to captivate lovers of good cocktails.
- > Verna is a variety of lemon native to Spain that originates from Murcia and Alicante, although it is also grown in Andalusia. It is unique in the world and it is only produced in Spain.

Madrid, April 21, 2022.- The trend or inclination to eat a **healthier diet** has encouraged more and more consumers around the world to look at the **nutritional properties and benefits** of foods in recent years. However, these types of diets tend to be somewhat boring and simple, relying on a basic diet. Thus, **lemon** has become a very successful alternative for those who are looking for an **original indulgence while staying in shape**.



Lemon is a **natural food, fat-free and ideal for a healthy lifestyle**. It is also an **important source of vitamin C**, a nutrient that contributes to the normal formation of collagen, the regeneration of the reduced form of vitamin E, reduces fatigue and optimizes the absorption of iron; properties appreciated in the field of professional sports.

In addition, Europe grows its own variety of lemon, with an intense yellow color and a more oval shape, which stands out for the **lower acidity of its juice, a singularity that makes it the perfect ally to captivate cocktail lovers**. This is the Spanish Verna lemon, originally from the Vega del Segura (Murcia and Alicante), although it is also produced in Andalusia.

Therefore, Welcome to the Lemon Age proposes three refreshing cocktails made by leading mixologists with Verna lemon and to leave your guests speechless with its flavor:

- 1. Lemon and white chocolate mochaccino**

Ingredients:

- 2 Verna lemons

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LEMON FROM SPAIN

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ABRIL - CANADÁ
Cócteles con limón Verna



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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

DIY tricks to get the maximum possible juice from lemons

- Getting all the juice out of a lemon is not as simple as it seems, not obtaining all the juice that this citrus fruit contains inside can be very frustrating.
- Here you will find new tricks for squeezing the juice out of lemons, very easy to put into practice, thanks to techniques and homemade tools that you probably never thought were useful for this purpose.

Madrid, October 28, 2022.- Whoever has a lemon, has a treasure. This citrus fruit is an essential food in most homes, since its versatility allows it to be the protagonist in different drinks, or to season sweet and savory dishes. It is also an important source of vitamin C, which contributes to normal collagen formation, reduces fatigue and promotes iron absorption. However, squeezing it is not as easy as it seems, as there are times when it can be frustrating to not get all its juice. Below, you will find DIY tricks to extract as much juice as possible from its interior.



Traditionally, the lemon has been cut in half and horizontally. This is due to the physiognomy of the juicers, electric or manual, to break the bags containing the liquid. Therefore, this type of cut is not done because it is the best method to extract its juice, and there are other utensils and procedures that make it possible not to waste a single drop.

- Vertical cut**
 To carry out the vertical cut, it is necessary to place the knife one centimeter from the navel of the lemon. Once the cut is made, continue until there are no more parts to cut. This way, more fragments are obtained to squeeze, and to be able to take advantage for the maximum lemon juice to come out.
- Knitting needles**
 There are also some homemade utensils that you would probably never have thought could be used to get all the juice out of a lemon. For example **knitting needles** or **skewers**. Thanks to

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OCTUBRE - USA
 Trucos

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

Press Release

Verna, the perfect lemon for making the most refreshing drinks

- Verna lemon has a juice with less acidity than other varieties, a characteristic that makes it the perfect ingredient to prepare the most refreshing and healthy drinks.
- Here you will find two recipes made with Verna lemon to conquer the most demanding palates and even amaze those friends who love good cocktails.

May 27, 2022.- With the approach of the good weather, this is the time of year when people tend to be much more concerned about taking care of themselves. In fact, there are those who count the number of calories consumed at each meal or look for other lighter foods, which at the same time satiate the most voracious appetite. Therefore, Verna lemon is the perfect alternative for those who are pursuing these goals, since, in addition to having all the health properties of this citrus fruit, it is a variety whose juice has less acidity.



These characteristics make Verna lemon an ideal ingredient to prepare the most refreshing drinks. It can also conquer the most demanding palates and even leave lovers of good cocktails speechless. This unique variety, with its intense yellow colour and thick skin, is the crown jewel of the lemon cultivated in Europe.

Consequently, Welcome to the Lemon Age provides two recipes made with Verna lemon. So this summer will be less hot and nobody will have to neglect their diet.

- Lemon, spinach, ginger, apple and kiwi detox smoothie (4 pax.)**

Ingredients:

- 2 Verna lemons
- 4 slices of Verna lemon
- 1/2 tablespoon olive oil
- 60 g spinach leaves
- 1 green apple

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MAYO - USA
 Limón Verna



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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

EUROPE PROMOTES A HEALTHY FUTURE

WELCOME TO THE LEMON AGE

WITH LEMONS FROM SPAIN

Press Release

Citrus season begins in the northern hemisphere: the “King of Lemons” returns to the markets

- With the arrival of autumn in the northern hemisphere, the citrus harvest campaign begins, where the lemon is becoming more and more important due to the increase of its consumption
- European lemon has become the “King of Lemons,” since 2 out of every 10 lemons produced in the world come from the European Union, whose seal is synonymous with quality

Madrid, October 28, 2022.- **Lemon is in fashion.** According to the United States Department of Agriculture (USDA), its production worldwide reached **9,749,000 tons throughout the 2021/22 season**, 6.5% more than the harvest obtained the previous year. Therefore, the growth of this citrus fruit, which averaged around 5,700,000 tons from 2010 to 2018, is consolidated. Much of the increase comes from the European Union, the largest producer of this fruit, as fresh, and second in the world ranking of processors, situation that makes the **European lemon the “King of lemons.”**



Specifically, **lemon from Europe achieved a share of more than 16% of world lemon production during the 2021/22 season**, with a total of 1,571,000 tons, according to the USDA. This product is well known in Canada, as it was the third largest importer of fresh European lemons in 2021 (8,753 tons), behind only to the United Kingdom and Switzerland. In addition, that same year, **Canadian imports of European lemons increased by 17%** compared to 2020.

Spain, which begins the campaign in autumn, is the leading producer of lemon in Europe, with an average of about 1,000,000 tons. This outlook has also allowed it to **take the lead in the cultivation of organic lemon**, exceeding 210,000 tons this last season.

Much more than data

However, the lemon produced in the European Union is much more than just data. Behind this golden-colored fruit there is a policy of economic and social sustainability that, led by the

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OCTUBRE - CANADÁ
Rey de los limones

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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

Press Release

European lemon, the unexpected ingredient to get all the juice out of Thanksgiving meal

- The extraordinary versatility of this fruit has elevated it to the category of reference of the Mediterranean diet. It is so versatile that at Thanksgiving it can be used both to marinate a starter and to add flavor to turkey, as well as to liven up desserts and cocktails
- In addition to its culinary virtues, lemon boasts multiple health properties thanks to its high vitamin C content, which helps reduce fatigue, for example

November 22, 2022.- The **Thanksgiving meal** is one of those times of the year when the whole family gathers around the table to enjoy the presence of our loved ones while sharing dishes that are almost as special as they are. And, among them, the creative and original starters are almost as important as the essential turkey. The funny thing is that, for both (and even for dessert or sorbet), there is an ingredient that surely you have not noticed and that is capable of giving more play than any other in your kitchen. Of highlighting nuances and bringing a great flavor to all kinds of preparations. We are talking about the **European lemon**, most of which is grown in Spain.



Its **versatility** is almost unmatched, which is why it has become one of the central foods of the well-known and healthy **Mediterranean diet**. The juice and zest of this tasty fruit will open up a huge panorama of **culinary options**, both in savory and sweet recipes, without forgetting its prominence in the world of **mixology**. For Thanksgiving, for example, you can use it to taste the turkey with butter and herbs, or to add an acid touch to the stuffing, as well as to introduce it in slices in the oven in order to give more flavor to the meat. But there is also a wide variety of starters based on the golden citrus.

And all this without neglecting healthy eating, since lemon is an **important source of vitamin C** (50 mg per 100 g). This nutrient, apart from boosting the immune system, contributes to the **normal formation of collagen** for the functioning of blood vessels, bones, cartilage, skin, teeth

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NOVIEMBRE - USA
Thanksgiving



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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

EUROPE PROMOTES A HEALTHY FUTURE

WELCOME TO THE LEMON AGE WITH LEMONS FROM SPAIN

Press Release

Canada, the largest importer of EU lemon outside of Europe

- The European Union is the world's leading exporter of fresh lemons, with 127,785 tons marketed outside its borders at the close of the 2021/2022 season
- "Canada demands quality and sustainable products from us at all levels," explains José Antonio García, director of the Spanish Interprofessional Association of Lemon and Grapefruit

December 29, 2022.- Lemon is trending. Fresh consumption of this citrus fruit has increased by 25% over the last five years, reaching **6,973,000 tons in 2022**, according to the United States Department of Agriculture (USDA). This is because it is **one of the stars of the popular Mediterranean diet**, ranked among the healthiest in the world by the World Health Organization (WHO).



The **European Union is the main exporter of fresh lemons internationally**, with 127,785 tons exported at the end of the 2021/2022 season, thanks to the production of the **Spanish lemon sector**, which in the same period harvested 1,221,000 tons, according to data provided by the Spanish Ministry of Agriculture, Fisheries and Food (known by its Spanish acronym, MAPA).

The European lemon production is shared between Spain, Italy, Greece, Portugal, France, Cyprus, Malta, and Croatia, the Mediterranean basin. But according to the European Commission, Spanish lemons alone account for almost 78% of the total product harvested.

Canada imports 5,698.5 tons of European lemons

Most of the lemon from the European Union is marketed in Europe, with the United Kingdom and Switzerland - which do not belong to the list of 27 member states - leading the way. However, **Canada has established itself as the leading importer of European lemons outside of Europe**. Specifically, during the last harvest window, which ran from September 2021 to August 2022, where Canada imported **5,698.5 tons, with total value of €6.62 million**.

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DICIEMBRE - CANADÁ
Exportaciones

EUROPE PROMOTES A HEALTHY FUTURE

WELCOME TO THE LEMON AGE WITH LEMONS FROM SPAIN

Press Release

What are the benefits of drinking lemon juice on an empty stomach to our body?

- The extraordinary versatility of lemon has led this citrus fruit to become a reference in the Mediterranean diet, since it is also an important source of vitamin C
- In addition to the convenience of the format, drinking lemon juice in the morning can provide different health benefits to the organism, if consumed on an empty stomach.

November 29, 2022.- The European Union is increasingly known as the land of lemons. It produces some of the highest quality lemons in the world. This is because the producers of this citrus fruit rely on the **European Production Model**, based on ensuring that the fruit is pampered and preserved so that it arrives completely **fresh and of the highest quality to the hands of consumers**.



In addition, **European lemon is one of the star foods that make up the popular Mediterranean diet**, one of the healthiest according to the **World Health Organization (WHO)**, a situation that is reflected in the countless dishes in which it is present, as it is used to **dress salads; accompany seafood, fish or meat, and season desserts**.

This versatility also allows for its **juice to be used as a natural juice**, a feature that can be adopted and contribute to a good habit if ingested on an empty stomach, since it has a **number of benefits that affect directly on the good health of the regular consumer. The vitamin C in lemon contributes to the normal functioning of the immune system and to the protection of cells against oxidative damage.** This way, it is possible to start the day with an advantage of support to our organism, especially during the winter, when it is more sensitive to respiratory diseases.

Similarly, this nutrient -**lemon has about 50 mg of vitamin C per 100 g of edible part** - helps to reduce both fatigue and body tiredness, apart from optimizing iron absorption. In fact, this mineral is very necessary for the growth and development of the body, according to the Spanish Agency for Food Safety and Nutrition (AESAN), and collaborates in the normal energy metabolism, in charge of managing fuels to cover the daily needs of the human organism.

Like other fruits, it contains a significant **amount** of soluble fibers (gums, mucilage and **pectins**) and insoluble fibers (cellulose, hemicellulose and lignin). The former absorbs a

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NOVIEMBRE - CANADÁ
Limón en ayunas



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3. SITIO WEB Y RR.SS



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LA UNIÓN EUROPEA RESPALDA
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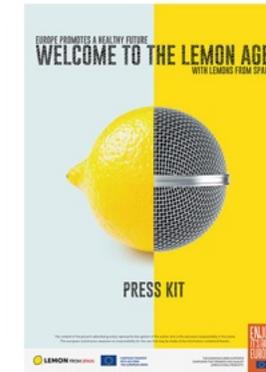
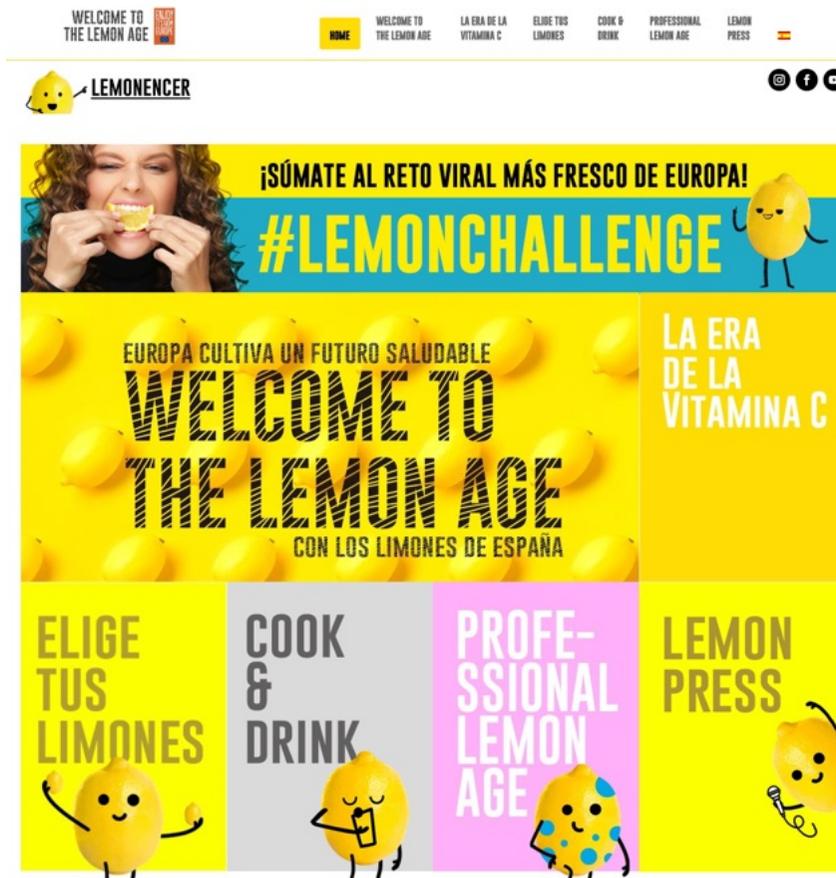
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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

3.2 SITIO WEB

A lo largo del año se ha **actualizado esta página web** con nuevo contenido.



DESCARGAR PRESS KIT

NOTAS DE PRENSA

- The European Lemon Launches 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 use lemon vitamin C during the winter?
- Canada is already the third largest non-EU market for European lemons
- European lemon, an example of sustainability at every level
- Three benefits that make lemon a key food in the Mediterranean diet



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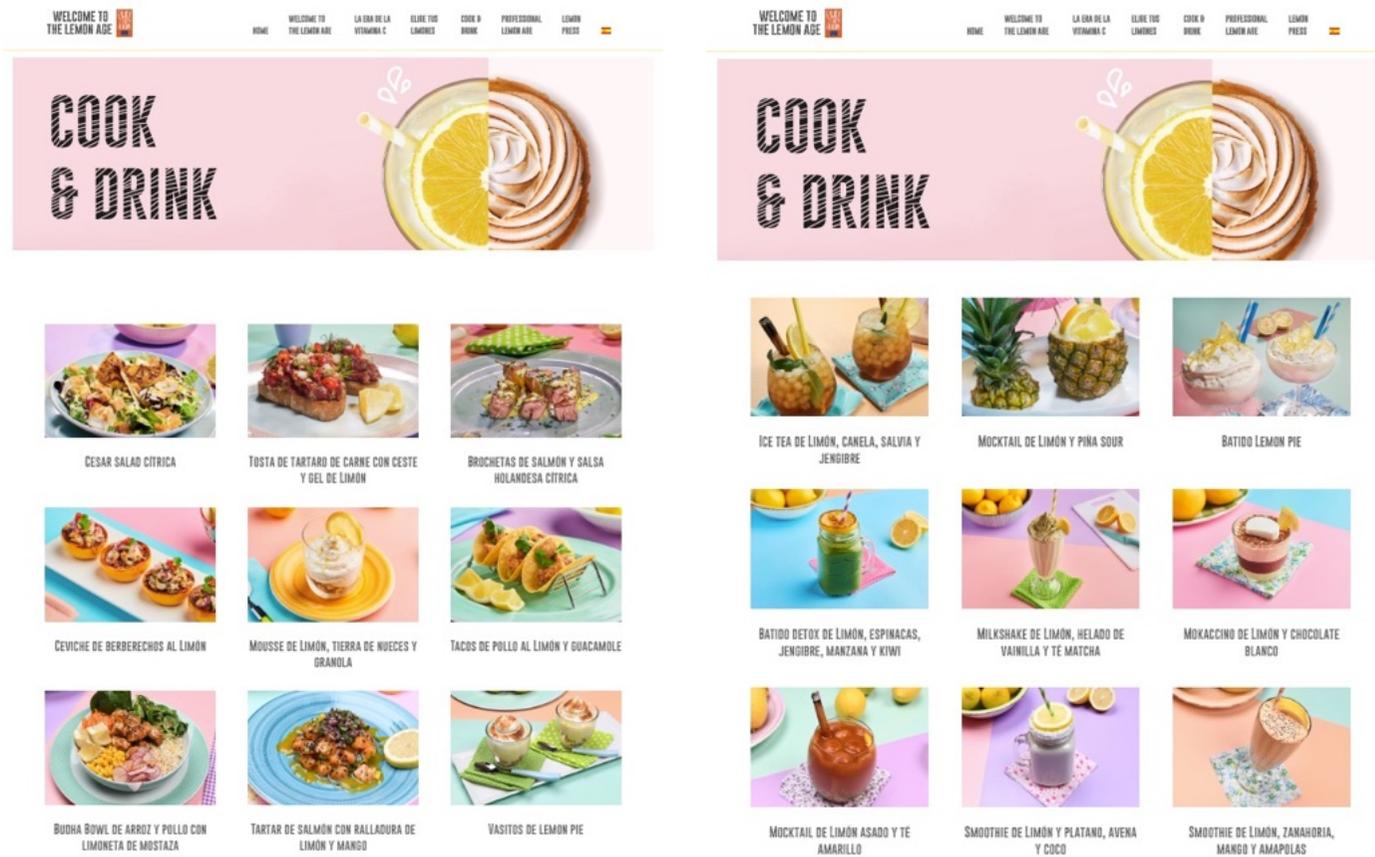
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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

3.2 SITIO WEB

A lo largo del año se ha **actualizado esta página web** con nuevo contenido.



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LA UNIÓN EUROPEA RESPALDA
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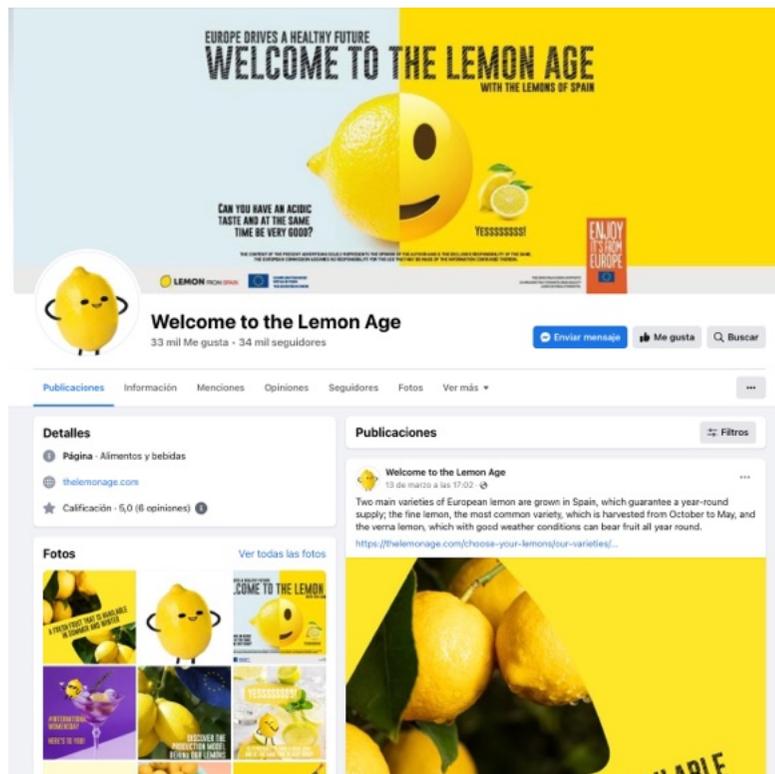
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IT'S FROM
EUROPE



EUROPA IMPULSA UN FUTURO SALUDABLE WELCOME TO THE LEMON AGE CON LOS LIMONES DE ESPAÑA

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.



Facebook:
@WelcometotheLemonAge



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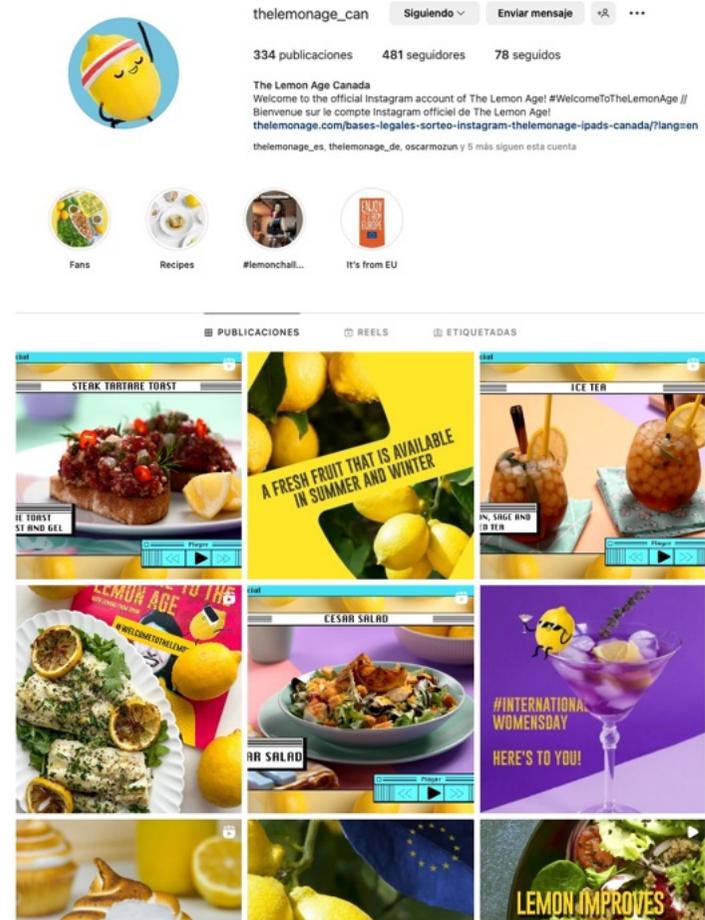
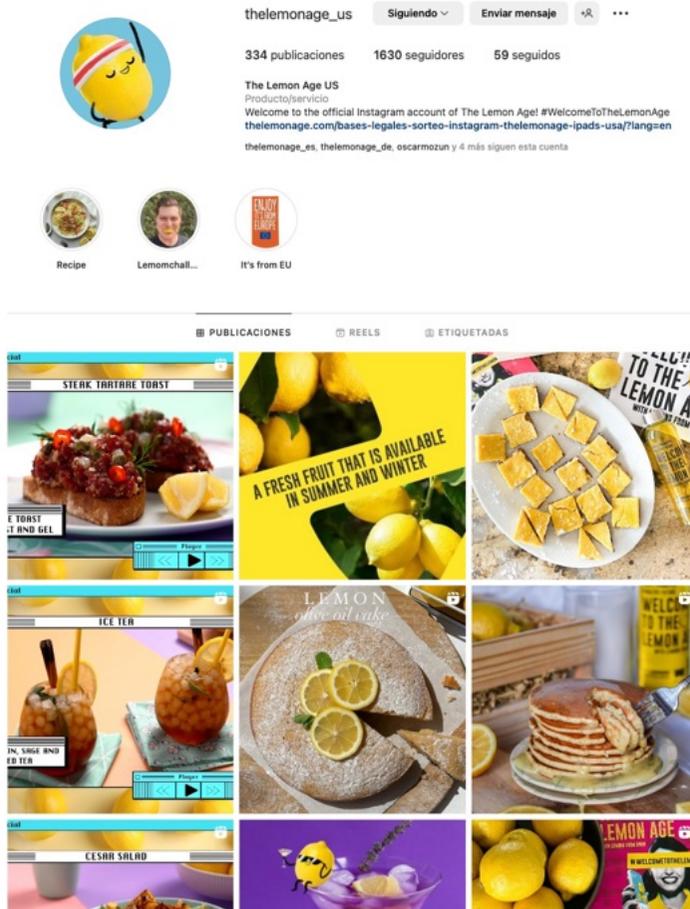


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3.2 REDES SOCIALES



Instagram:
@thelemonage_us @thelemonage_can



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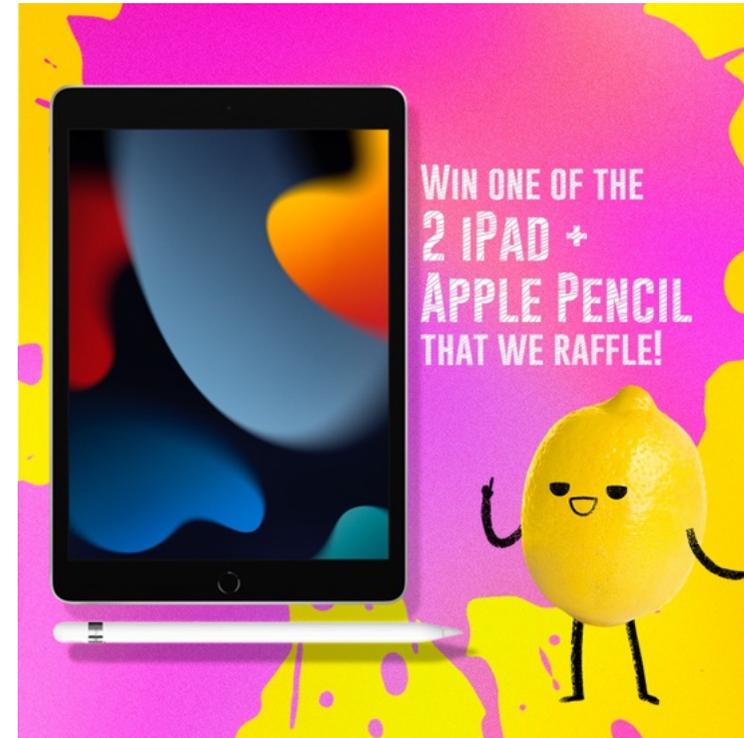
WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

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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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)



Delantal



Botella cristal



Folleto



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Realizamos una campaña con + de **20 influencers**.

The collage features several social media posts:

- Post 1:** A bowl of green salad with chicken. Text: "JADE Jadey Lemons from Europe helped me create this delicious, fresh, healthy lemon chicken Caesar salad. I've repeatedly been eating this salad because it's so filling, tasty, and full of fresh, lemony flavor!"
- Post 2:** A bowl of white sauce. Text: "I use lemons daily in cooking baking, beverages, and even as a scent enhancer for mats."
- Post 3:** A bottle of 'WELCOME TO THE LEMON AGE' lemon oil. Text: "Using Lemons from Europe that we're getting fresh, high quality citrus fruit - and a sustainable one, too, thanks farmers of Spanish lemon trees!"
- Post 4:** A smoothie in a glass. Text: "Lemon Smoothie to start your day with a fresh, immune-boosting punch of vitamin C!"
- Post 5:** A grater. Text: "Inspired by the classic @gladodelaurentis Lemon Ricotta Cookies, these lemon cookies come together so quickly & won't last long!"

In the center is a cartoon illustration of a yellow lemon with a smiling face and sunglasses. To the right, the word **CONCURSOS** is written in large, bold, pink letters.



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4. PUBLICIDAD



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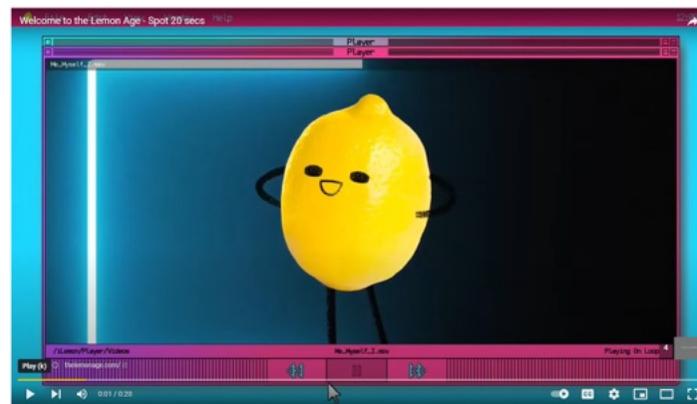
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4.4 ONLINE

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



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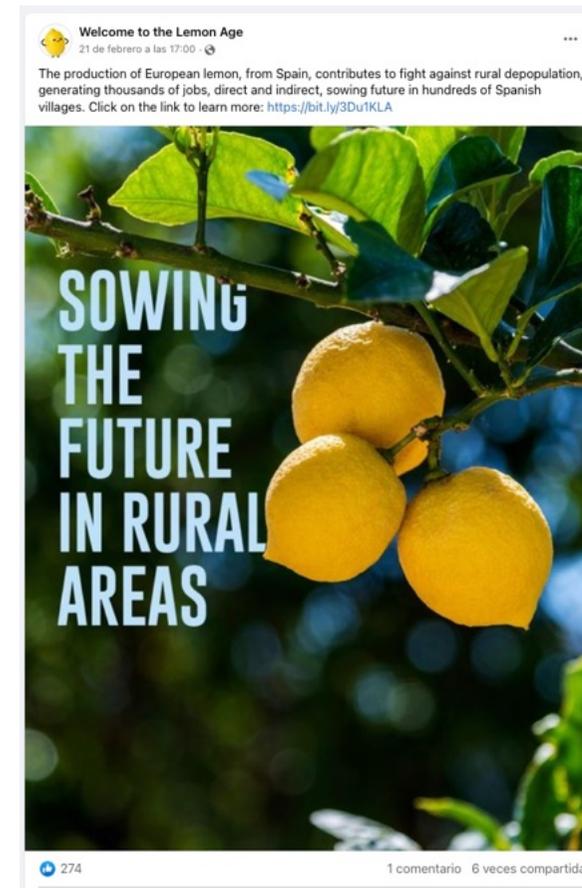


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A lo largo de todo el año estuvo activa la **campaña de paid media en RRSS**. Tanto en Facebook como en Instagram, se promocionaron diferentes post para poder llegar a más público.



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4.5 EXTERIOR

MAPA DE COBERTURA /LOCALIZACIONES



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IT'S FROM
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El soporte de exterior en el centro neurálgico y financiero del mundo. Exterior situado en el American Eagle de Times Square desde el 16 de enero al 6 de febrero.



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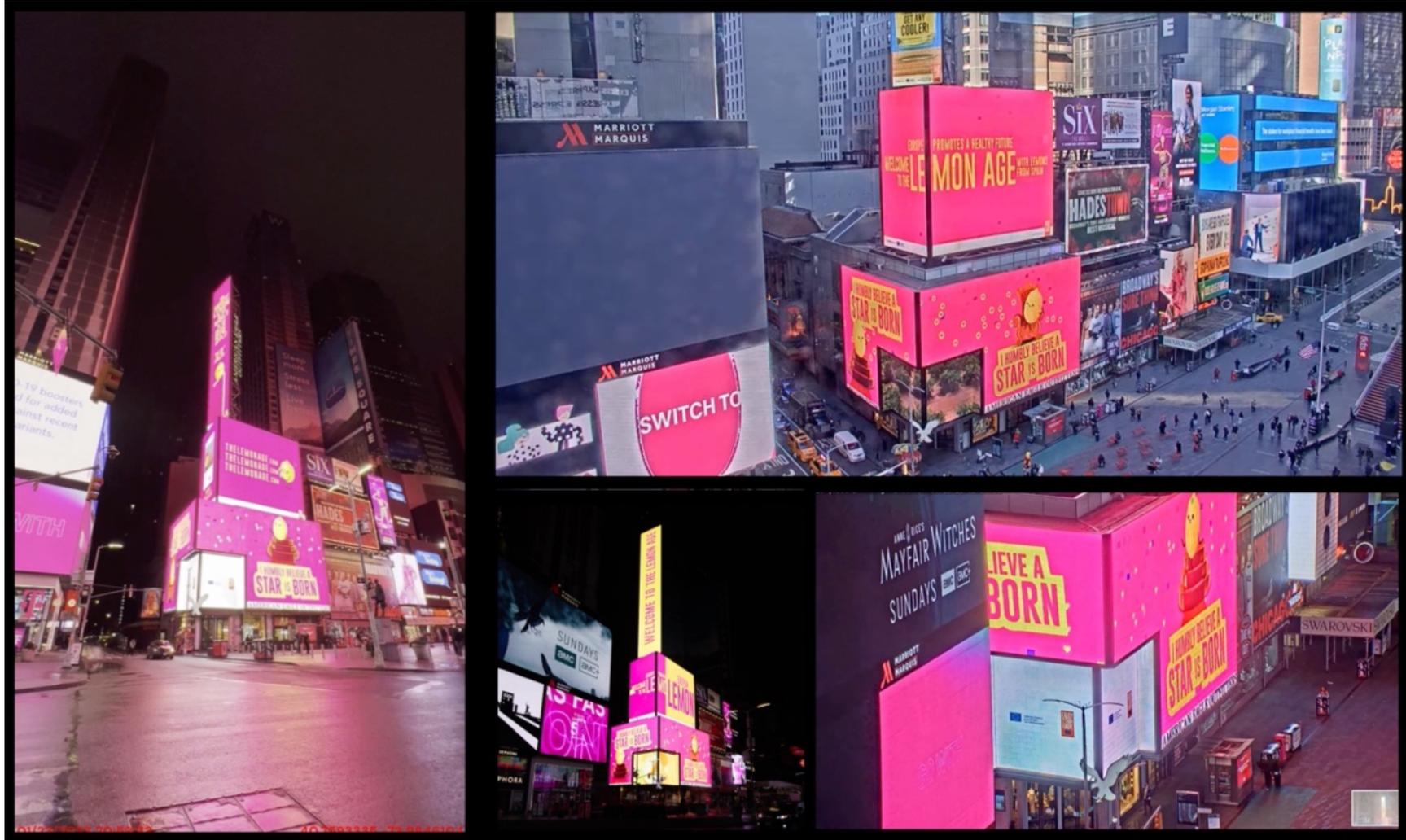
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5. INSTRUMENTOS DE COMUNICACIÓN



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5.2 PIEZAS AUDIOVISUALES

Se realizaron dos nuevas **piezas audiovisuales** que se utilizaron en la campaña Online.



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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.

COOK:



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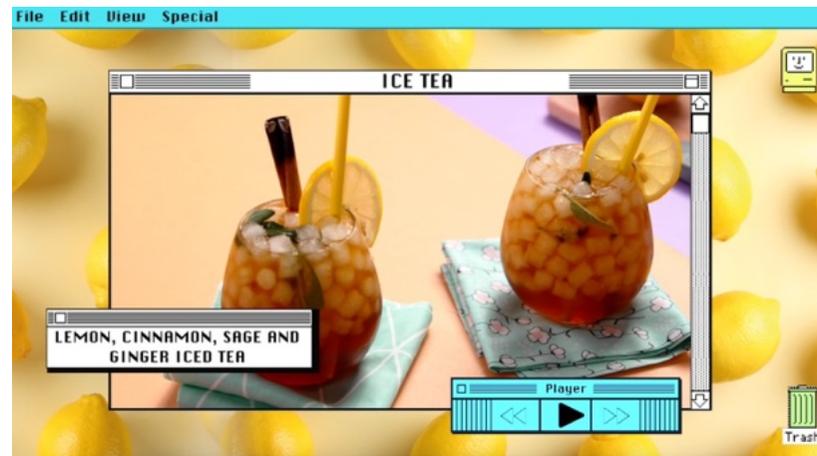
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5.2 VIDEOS PROMOCIONALES

DRINK:



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