



Yellow News

we are local and global

CITRONEX Yellow Premium Bananas | Yellow Fresh Fruit SRL | Yellow Fresh Fruit KFT | PPO Siechnice | Polskie Pomidory | Pomidory Ryczywól

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Welcome to our newsletter!

We want to share with you that we care about the sustainable development of the company, globally and in the local community. We want our actions to make the world a better place!

Discover new possibilities with us!

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Happy is Yellow - banana support for young football players.

On June 21, 2023, we actively supported the youngest players of the Lusatian Sports Academy in Zgorzelec. Our Yellow Bananas regenerated all the players and motivated them to fight hard.

A healthy snack is the best regenerative meal for children during intense physical exercise.



Red line of life- blood donation campaign.

As every year, we support it together with other partners from Pruszcz Gdański blood donation campaign. As part of the campaign, all participants who donate blood receive, among others, bananas. We understand and support this campaign because we realize how valuable blood is.

We want to influence awareness and initiate life-saving actions.



Pruszcz Gdański/March, 2023

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This is an important goal that will raise public awareness.

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We love physical activity and healthy food choices.

Our latest support for sporting events



BORYRUN running festival in Kliczków on May 6, 2023

Together with the organizers of Boryrun in Kliczków, we supported child psychiatry in Bolesławiec. Although psychiatry is an important field of medicine, it is still a taboo topic among society and this needs to be definitely changed. Running with such a message will allow you to broaden your horizons on topics that are so ignored in society. Sports activity in the varied and picturesque scenery of the Lower Silesian Forests, rich in amazing fauna and flora, which creates an appropriate microclimate for physical exercise, allows you to recharge with additional positive energy. Greenery is a rest for the eyes and mind from the intensity of everyday life.

9. Night Wrocław Half Marathon

On June 17, 2023, we once again supported the half marathon in Wrocław. This run is unique because of the night time. At designated points, runners could eat a banana and provide themselves with the necessary dose of energy. Bananas are a valued source of nutritional value.

We are proud of each participant ””
”” and support them wholeheartedly.



We love physical activity and healthy food choices.

Get to know our plan for September'23 !

On September 24, 2023, we actively supported the 45th Warsaw Marathon. This event attracts thousands of active people, our mission is to support them along the race route at catering points and at the finish line. This is extraordinary the event proves that the impossible does not exist. We are proud of this as Yellow Premium Bananas we can be so close to so many private successes.



We are the official partner of the Romanian National Football Team



Bucharest, August 23, 2023

For the next three years, the Yellow banana brand, owned by the Polish Citronex Group, will be a partner of the FRF (Federația Română de Fotbal) and the Romanian national football teams. By signing this agreement, the new sponsor will financially support football development projects in the FRF strategy and provide products to national teams and at FRF events.

We are proud of this official partnership and happy to support the most popular sport in Romania. We can now say that bananas make a valuable contribution to the lives of healthy, happy and successful people - these are actually our thoughts and wishes for the Romanian national football teams - says Rafał Zarzecki, president of the Polish Grupt Citronex.



#GoYellow

Piotr Żyła's achievements in ski jumping are supported by Yellow Premium Bananas

We are impressed by the achievements of Piotr, who has won numerous tournaments all over the world.

We are committed to promoting a healthy lifestyle and physical activity. Our bananas are a reliable source of healthy energy and nutrients. Go Yellow!



The best relationships

Yellow is **bussines**

are for responsible business.

In January this year, we visited the plantations of our business partners in Colombia.

Alicja and Adrian from the quality department spent several days on the plantations of our suppliers C.I. BANAFRUT S.A., C.I. TROPICAL S.A.S. and C.I. UNIBAN S.A. Such trips are very important to us because they allow us to solve logistics and production problems.

We exchange experiences and learn from each other.



Awareness of our suppliers' working conditions and standards are very important to us. We want to be part of the development of local societies. Constant communication between us and our partners leads to improved cooperation.





We are a green point

Waste management is a condition for good organization of our company's work. We dispose of cardboard and other materials in cooperation with responsible companies. This is a very important aspect that is key to us.

We care about the sustainable development of the company and the environment. We want to provide future generations with a good start and a clean world.

from 1.01.2023 to 31.08.2023r

Type of waste	Quantity (kg)
150101 - paper and cardboard packaging	513,974
150102 - plastic packaging	156,100
150103 - wooden packaging	584,100

Source - Rekopol Organizacja Odzysku Opakowań S.A.
www.rekopol.pl





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see you soon

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