



Yellow News

We are local and global

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We want to show how we care
about sustainable development.

Our priority is to ensure that our actions
have a positive impact on the world.

BANANAS



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Workplace safety

The BHP training at Citronex covered workplace safety and hygiene rules, evacuation procedures, and food safety principles, including proper storage and meal preparation hygiene. The training was both practical and theoretical, allowing employees to reinforce their knowledge and prepare for safe operations in the workplace.



Shared Direction – Municipality and Business

A meeting aimed at local entrepreneurs will take place at the Municipal Cultural Center in Siechnice. The purpose of the meeting is to create a space for open dialogue about the needs, challenges, and opportunities facing the business community in Siechnice and the surrounding area. Local authorities have expressed their intention to develop lasting mechanisms for cooperation with local businesses.

The program includes presentations by experts and a discussion panel featuring the Mayor of Siechnice and representatives of companies operating in the municipality.

Directors I. Kucharski and A. Kornafel participated in this meeting.



Festival of the 4 Elements

The event, organized by the Lider A4 Association, brings together residents from five neighboring municipalities: Kąty Wrocławskie, Kobierzyce, Siechnice, Żórawina, and Domaniów. The festival aims to promote local culture, craftsmanship, and community engagement. One of the highlights of the event was the culinary competition “Dish with Tomato” – a cooking contest among local Women’s Rural Circles. Mr. Kucharski served as one of the judges. Participants were tasked with preparing a dish featuring tomato as the main ingredient. The tomatoes were provided by PPO Siechnice as a sponsor.



Eurobasket - Spodek

The Polish national basketball team, supported by the Yellow brand, reached the quarterfinals of EuroBasket 2025, demonstrating determination and a high level of athletic performance. Poland finished second in the group stage, defeating Iceland, Israel, and Slovenia with Luka Dončić, and won against Bosnia and Herzegovina in the Round of 16. In the quarterfinals, Turkey proved stronger. The event was highlighted by Yellow ambassadors – Piotr Żyła, Kamil Stoch, Dawid Kubacki, and Aleksander Zniszczoł – who participated in the basketball mini-game “Tic-Tac-Toe” during breaks. EuroBasket 2025 went down in history, delivering unforgettable excitement to fans and showcasing the potential of the Polish national team.



Eurobasket - FanZone

During the group stage at Katowice's Spodek Arena, a FanZone was set up—a vibrant space for fans to relax between games. At our booth, visitors could enjoy a fresh banana, unwind on deck chairs and armchairs, and participate in contests and sports activities. Each day, the events were hosted by well-known personalities—Tomasz Tomanek, Radosław Hyży, and Kamil Chanas—bringing energy and humor to the competitions. Participants had the chance to win attractive prizes, including T-shirts, water bottles, caps, balls, and official Polish national team match jerseys with autographs. The FanZone became a hub of social interaction and fun, combining the thrill of sports with moments of relaxation, creating unforgettable experiences for fans of all ages.



Get well with Yellow

Sport is not only about competition and emotions on the court but also an opportunity to help others. The Yellow brand once again demonstrated that its presence in the world of sports also has a social and charitable dimension. During the EuroBasket 2025 games, special activities were organized where athletes and fans could work together for noble causes. On the court, a basketball shooting contest took place, featuring sports stars. For every successful shot, funds were donated to the DKMS Foundation, which supports people suffering from blood cancers. Polish national team members also joined the initiative—each successful three-pointer meant 1,000 PLN contributed to help those in need. Thanks to the involvement of athletes, special guests, and fans, a total of 14,000 PLN was raised to support patients battling blood disorders. This initiative proved that sport can bring people together not only in the spirit of competition but also in efforts for the common good. The Yellow brand once again showed that its mission goes beyond supporting sporting excitement—it also provides tangible help to those who need it most.



MasterChef - Piotr Żyła

Our favorite ski jumper proved that he can not only fly on the slopes but also work his magic in the kitchen! Piotr Żyła prepared a lasagna. We are proud to have accompanied him on this culinary adventure—because it wouldn't have been complete without the One and Only Maliny. Piotr showed that passion, talent, and the best ingredients create a winning combination—both on the ski jump and in the kitchen!



Quality standards that build trust

IFS Food – an international standard confirming control over production processes and food safety.

It ensures:

- a guarantee of product quality and legality,
- compliance with legal requirements and expectations of retail chains,
- increased competitiveness and transparency of producers.

GLOBALG.A.P. Chain of Custody – a certification guaranteeing full traceability of products from farm to retail shelf, as well as their origin from certified sources.

Yellow Fresh Fruits SRL and KFT maintain IFS Food (higher level) and GLOBALG.A.P. Chain of Custody certifications, confirming the highest standards of quality, safety, and transparency throughout the entire supply chain.



Thank You!

See you next quarter.



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CITRONEX

Citronex I Sp. z o.o.
ul. Bohaterów II Armii Wojska Polskiego 64
59-900 Zgorzelec, woj.: dolnośląskie

