



Press release

Shukran Foods is the official sponsor of the Balloon World Cup Spain organized by Ibai and Piqué.

- **The brand will put the biggest obstacle to the participants, a giant cube of its famous cocoa cream spread, will also hold several raffles and will have a large presence at the event.**

Madrid, July 1, 2022.- The food company [Shukran Foods](#) will be one of the official sponsors of the Balloon World Cup Spain, an event organized by the streamer Ibai Llanos and Kosmos, the agency of the soccer player Gerard Piqué.

On Sunday, July 3, the Spanish qualifier of the Balloon World Cup will be held, from which the Spanish representative will be selected to compete in the world championship, in which 32 teams from different countries will participate.

Shukran Foods will be present at the competition by placing a big obstacle in front of the contestants, a large bucket of its cocoa cream spread that will make things more complicated for the participants.

In addition, the company will hold several sweepstakes in its networks and on the Ibai channel that include double tickets to see the Balloon World Cup Spain and other prizes that can be won by followers of the event through the Instagram account of Shukran Foods.

The Balloon World Cup qualifier will take place during the ubeat Live Fest festival organized at the Fira de Barcelona. The event will be broadcasted on Ibai Llanos' Twitch channel.

The Balloon World Cup is the first official balloon world cup that has had a great impact worldwide. More than 18 million people have followed the competition on Twitch or Youtube, generating more than 4,000M impressions on social networks.

As the main sponsor, Shukran will have a strong presence in the broadcasts through various activations, such as raffles, presence in the photocall and at the moment when the players are competing because the giant cube of cocoa cream spread will be one of the main protagonists.

Patricia Gallego, CEO of Shukran Foods says that "for the company, these types of events are very important because they allow us to connect with the younger audience. In addition, we believe that these new formats, which are so disruptive, are the ones that best reach this audience".



About Shukran Foods

Shukran Foods is a reference company in the food sector, which markets different products such as hummus and creams. The products and recipes that complete the offer of Shukran Foods are elaborated in its own 1000 square meters workshop, where the latest technology is combined with craftsmanship. Currently, its products are distributed in more than two thousand points of sale. <http://shukran.es/>

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