



Filippo Berio 100% Italian: Extra Virgin Olive Oil, produced only with Italian olives of the highest quality, guaranteed by the Berio Method and certified by SGS

Filippo Berio 100% Italian Oil is the ideal condiment to complement and add body to any dish. Produced with only Italian olives, it is an expression of high quality and product safety thanks to the guarantee of the Berio Method certified by SGS.

Milan, May 2020 - **Filippo Berio, the SALOV Group's** premium brand - launched in Italy at the end of 2019 but already well-known and enjoyed worldwide - presents the **Filippo Berio 100% Italian**: a cold-pressed Extra Virgin Olive Oil, produced only with olives of Italian origin and according to the **Berio Method**, the path to **quality and reliability which is traceable across the entire supply chain**, now also boasting **SGS** certification.

Filippo Berio 100% Italian Olive Oil, with its strong aroma of green olives and fruity, vibrant, almost spicy taste, is characterised by **hints of grass, artichoke and slightly bitter ripe tomato**, which make it the perfect condiment to enhance and add body to any dish, from soups to roasts.

Filippo Berio 100% Italian Olive Oil

| | |
|--|---|
| Taste | Fruity and vibrant |
| Aroma | A hint of grass, slightly bitter and spicy artichoke and mild ripe tomato |
| Available formats and recommended price | <ul style="list-style-type: none">• Filippo Berio 100% Italian 1lt. - €8.49/pc• Filippo Berio 100% Italian 750 ml. - €6.49pc |
| Recommended uses | Ideal for all dishes with full-bodied flavours |



Berio method: the pathway to quality and safety certified by SGS

All **Filippo Berio** products are produced according to the **Berio Method**, the process that guarantees the **authenticity and quality of extra virgin olive oil with strict controls at every stage of production, from the field to the bottle**. In fact, through the application of **integrated production techniques**, in full respect of the environment and the ecosystem, controls are carried out at every stage of the production process and at all stages of selection, transport to the mill and pressing of the olives. Only the best olives are **strictly cold pressed and in the shortest possible time**; this is the only way to obtain Filippo Berio quality, **with an unbeatable taste**.

SGS Certification

For Filippo Berio, quality is a process that must be certified from start to finish, which is why bottles of Filippo Berio Extra Virgin Olive Oil are easily recognisable, even on **supermarket shelves**, thanks to the the special **yellow collar on the bottle** which lists the stages of the Berio Method, **certified by SGS**, a company that certifies both **product quality** and **environmental sustainability throughout the supply chain**.

For more information:

Aida Partners - Via Pomponazzi, 9 - Milan - +39 02.89504650

Barbara Fortunati - barbara.fortunati@aidapartners.com

Chiara Bellomi - chiara.bellomi@aidapartners.com



In addition to 100% Italian Filippo Berio Olive Oil, the Filippo Berio Extra Virgin Olive Oil range includes **3 other products, all guaranteed for quality and reliability:**

- **Classico** - suitable for all dishes
- **Mild and Light** - ideal for cooking fish recipes and accompanying vegetables
- **Organic** - excellent as a raw condiment for all dishes

The **SALOV Group** was founded in 1919 through the merger of several companies that had been active in the oil trade since the mid-19th century. It is based in Massarosa, in the province of Lucca, and is among the **largest companies in the oil sector** with a consolidated net turnover in 2019 of approximately 275 million Euros and 91 million litres sold.

The SALOV Group, which has always been present on the Italian market with the famous **Sagra** brand, launched the **Filippo Berio** brand for the first time in Italy at the end of 2019, already a well-established brand worldwide and currently market leader in the USA, UK and Russia, as well as in Belgium, Holland and Switzerland. Filippo Berio has a dedicated range for Italy, one capable of responding to an increasingly demanding consumer.

For more information:

Aida Partners - Via Pomponazzi, 9 - Milan - +39 02.89504650

Barbara Fortunati - barbara.fortunati@aidapartners.com

Chiara Bellomi - chiara.bellomi@aidapartners.com