



Filippo Berio's extra virgin olive oil is the star of Caduta Libera's TV commercials

From 13 to 19 December the Filippo Berio range of extra virgin olive oils will be the star of the TV commercials in the game show Caduta Libera, hosted by Gerry Scotti, broadcast from Monday to Friday at 6:45pm on Canale 5 (Mediaset Group).

Milan, 11 December 2020 - **Filippo Berio**, the premium brand from the SALOV Group, present on the international market since 1867 and sold in over 75 countries, will be the star from **13 to 19 December** of the 40" TV commercials within the **Caduta Libera** game show, hosted by **Gerry Scotti** from Monday to Friday on Canale 5.

The presenter himself will accompany viewers on a discovery of **Filippo Berio Extra Virgin Olive Oil** in its 4 varieties: *Classico, Mild and Light, Organic and 100% Italian*. With Filippo Berio, oil becomes a real **ingredient in its own right**, one which should be chosen on the basis of the flavour profile that best suits the dish, **making each recipe unique**.

Berio Method: a guarantee of quality and reliability

In the commercials, particular attention will be paid to the quality and traceability of the product, which are distinctive elements of the Filippo Berio brand, the result of a process involving high quality standards.

Filippo Berio Extra Virgin Olive Oil is the result of skilful processing obtained using the **Berio Method**: the **path to quality and reliability, traceable and certified from the field to the bottle**, selecting only the crops that follow the principles of **integrated production** - respectful of the environment and the entire ecosystem - and using the best and healthiest olives, harvested at the right degree of ripeness and cold-pressed, obtaining **an oil of the highest quality and an unbeatable taste**. Evidence of this is provided by a comprehensive traceability system, which allows you to find all the information on every single bottle through the website www.filippoberio.it.



www.filippoberio.it -



Filippo Berio Oil -



Filippo Berio Italy

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.

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