



Filippo Berio Oil and Chef Cristiano Tomei: The good food partnership kicks off on the web!

From tomorrow, the first fruits of the collaboration with Michelin-starred Chef Cristiano Tomei will be available online on Filippo Berio's Facebook and Instagram profiles: 6 video recipes designed to guide consumers through the kitchen in a simple, entertaining and educational journey that will feature the entire range of Filippo Berio Extra Virgin Olive Oils.

Milan, 26 November, 2020 - A new partnership in the name of good, simple food, has been established between **Filippo Berio**, the premium brand from the SALOV Group, and **Michelin-starred Chef Cristiano Tomei**, owner of the "L'imbuto" restaurant in the historic Pfanner building of Lucca, Executive Chef of the famous Hotel Bauer in Venice and a well-known face to television viewers as one of the presenters of the Cuochi d'Italia programme on TV8, and for his participation in various cooking programmes, including Masterchef Magazine, I re della Griglia and Pupi & Fornelli.

From tomorrow, Friday 27 November, Chef Tomei will star in **6 tasty, creative and funny video recipes** posted online, one per week, on **Filippo Berio's Facebook** and **Instagram** profiles, with Extra Virgin Olive Oil essential for making every dish stand out, even the simplest ones.

Each event will feature **recipes from Italian culinary tradition** suitable for everyday cooking, described by the Chef in an entertaining way and transformed, thanks to the Master's tricksthe , into something truly unique and tasty. Different recipes that have one **ingredient** in common: Filippo Berio Extra Virgin Olive Oil. In fact, oil is treated as a **star ingredient of the dish** , to be chosen according to its individual organoleptic characteristics in order to enhance every single recipe.

It is no coincidence that the richness of the Filippo Berio Extra Virgin Olive Oil range is divided into **4 products of guaranteed quality and safety**, skilfully combining tradition and innovation:

- **Filippo Berio Classico Oil** - suitable for all dishes
- **Filippo Berio 100% Italian Oil** - perfect for enhancing full-bodied flavours
- **Filippo Berio Mild and Light Oil** - ideal for cooking fish recipes and accompanying vegetables
- **Filippo Berio Organic Oil** - excellent as a raw condiment for all dishes

All Filippo Berio Extra Virgin Olive Oil products are made using the **Berio Method**, a **process of quality and reliability traced and certified from the field to the bottle**, which selects only those crops that follow the principles of **integrated production** - respectful of the environment and the entire ecosystem - using the best and healthiest olives, harvested at the right stage of ripeness and rigorously cold-pressed, thus obtaining only **the unbeatable quality and taste of Filippo Berio**.




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 special **yellow collar on the bottle** that lists the stages of the Berio Method, **certified by SGS**, a company that certifies both the **quality of the product** and

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environmental sustainability throughout the supply chain. In fact, the Filippo Berio range of Extra Virgin Olive Oils involves a complete and exhaustive traceability system that allows consumers to get to know the Extra Virgin Olive Oil they are buying, both in terms of production method and organoleptic profile, thus guaranteeing the unique Filippo Berio quality.

 www.filippoberio.it -  Filippo Berio Oil -  Filippo Berio Italy
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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 one of 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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