

Filippo Berio Classico: the perfect Extra Virgin Olive Oil to enhance all your dishes

Filippo Berio Classico Oil is a high quality Extra Virgin Olive Oil certified by the Berio Method, ideal for those who love balanced flavours and who are looking for a flexible ingredient in the kitchen.

Milan, 30 March 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 **Filippo Berio Classico Oil**, the most versatile and balanced product in its range of **extra oils virgin olive**.

Filippo Berio Classico Oil is an Extra Virgin Olive Oil with a balanced taste and a fruity aroma of ripe olives of medium intensity. With its **hints of grass and ripe fruit**, slightly spicy with a leafy aftertaste, Filippo Berio Classico Oil goes well with any dish.

Filippo Berio Classico Oil

Taste	balanced
Bouquet	hints of grass and ripe fruit, slightly spicy with a leafy aftertaste
Available formats and recommended retail prices	<ul style="list-style-type: none">Filippo Berio Classico 1lt. - €5.99/pcFilippo Berio Classico 750 ml. - €4.99/pc
Recommended uses	its balanced flavour goes well with any dish



Berio Method: guaranteeing quality and reliability from field to bottle

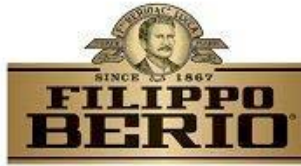
The **Berio Method** is a process to ensure **quality and reliability that is traceable and certified from the field to the bottle**, which selects only those crops that follow the principles of **integrated production** - respectful of the environment and the entire ecosystem - and uses the best and healthiest olives, harvested at the right degree of ripeness and strictly cold-pressed, obtaining the **best quality of oil and an unbeatable taste**. For Filippo Berio, multiple checks at all stages of production and rigorous laboratory tests are a must in order to guarantee a product of the highest quality. In fact, quality for Filippo Berio is not just the final destination, but a continuous journey, an **approach that aims to offer the best through a fundamental product** to our country's culinary culture such as oil.

The full Filippo Berio Extra Virgin Olive Oil range consists of **4 products of guaranteed quality and safety** that skilfully combine tradition and innovation:

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

For more information:

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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. Since **2015**, it has been part of the Bright Food Group of Shanghai, China's second largest food operator.

The SALOV Group, which has long 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, and the UK, as well as in Belgium, Holland, Switzerland and Russia, where it is enjoying increasing success. Filippo Berio has a dedicated range for Italy, one capable of responding to an increasingly demanding consumer.

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