



SALOV Group chooses FCB Milan for the launch of Filippo Berio in Italy

SALOV Group, one of the largest companies in the global oil sector, has chosen to entrust the communication campaign for the launch of the historic premium brand Filippo Berio in Italy to FCB Milan. The assignment involves creating a commercial and a multimedia advertising campaign, including social media channels and special initiatives.

*Milan, 12 May 2020 - **Filippo Berio** is the **SALOV Group's** premium brand and has been present on the international market since 1867 and sold in over 75 countries. At the end of 2019 it entered the Italian olive oil market with a **range of 4 products designed to satisfy the most demanding palates**. For the launch of this campaign, after a creative consultation involving several agencies, the Group chose to entrust the task to **FCB Milan**, under the guidance of **CEO Giorgio Brenna** and **Managing Partner Fabio Bianchi**.*

*"We are happy to launch a project that is so important to us, alongside a highly experienced and internationally renowned agency like FCB Milan," said **Emanuele Siena, Marketing Director of the SALOV Group**. "For many, the choice to invest in the Italian market may appear unusual in a complex economic situation like the one at present. For us, however, it represents a great challenge and a real declaration of love for our country."*

The project

Under the **executive creative direction of Alessandro Antonini and Massimo Verrone**, the Agency has developed a strategic platform for the launch of the brand that includes making a **commercial**, creating a multi-channel campaign on **social media** and **special initiatives**, all based on the most fundamental elements of the brand's identity:

- its **history**;
- the **quality** ensured by the "Berio Method", a certification and traceability system from the field to the bottle which, through numerous controls, guarantees a product of the highest quality starting from the selection of crops that follow the principles of **integrated production** - respectful of the environment and the entire ecosystem.

*"It is a real pleasure to be able to work with the SALOV team on the Filippo Berio brand, a brand of global stature ready to make its *début* on the Italian market by demonstrating the outstanding quality of its oil. It is always a fascinating challenge to launch a new retail brand for large-scale distribution in a market like Italy," said **Giorgio Brenna, CEO of FCB Milan**.*

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 turnover in 2019 of over 275 million Euros and over 91.1 million litres sold. Since 2014 it has been part of **the Shanghai-based Bright Food Group**, 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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