



SALOV GROUP RELAUNCHES SAGRA, THE OIL OF ITALIANS SINCE 1959

The historic Sagra brand is back with a full range of products and a new look rooted in its long tradition of quality. Olio Sagra #ilbuonoognigiorno.

Massarosa, October 2020 - **Olio Sagra**, a brand that has been on Italian tables since 1959, is back with a completely new look. **Salov Group S.p.A.** (which also owns the Filippo Berio brand), aware of the brand's strong historical identity, is relaunching the brand **by building on the symbols of its history**, enhancing them and giving them a new look that emphasises the **uniqueness and luxury** of the brand, making it more contemporary and consumer-friendly.

The experience of Sagra, with you every day

Sagra wants to reclaim a privileged place on the table of Italians with an oil that they can use every day. It is aimed at those looking for the **right balance between quality and convenience**, without compromise. Due to its long history, consumers know they will find a recognizable, versatile and balanced product in Sagra, perfect suited for enhancing their creativity in the kitchen each day.

In addition, thanks to rigorous controls during the various production phases, the result of Sagra's extensive experience in the world of extra virgin olive oil, Sagra is able to guarantee consumers a reliable product with a high standard of quality.

"After the launch of the Filippo Berio brand in Italy at the end of 2019, we wanted to give Sagra a new image. It's a long-standing brand that consumers have come to know and trust over the years for the quality and convenience that has always made it stand out," said Dr. Mauro Tosini, Sales Director, Salov Group S.p.A. "With this step, we want to establish ourselves in the sector with high quality products capable of satisfying the needs of all consumers who are looking for a good and reliable product, suitable for daily use."

The historic brand gets a makeover

Sagra is now on the market with a **new visual identity** based on the traditional features that have distinguished it over the years, updating them with contemporary and distinctive concepts. A **label with an hand crafted, attractive and distinctive look and feel**.

A **new, improved glass bottle** that is ergonomic and easier to handle. Sagra's expertise is also reflected in the label, which will guide consumers to discover each different product, providing more **comprehensive and clear information** with the **organoleptic indications of each product** and **advice** on which type of **dish/recipe is the best match**.

Furthermore, there will be recipes and suggestions to assist consumers in the kitchen each day on the **new Sagra website** www.sagra.it and on its social media channels with the hashtag **#ilbuonoognigiorno** (#goodnesseveryday).

A complete range: many different blends to satisfy every culinary need

Sagra offers a wide range of **extra virgin olive oils and olive oils**, to suit the needs of every palate:

- **extra virgin olive oil** : *Organic, Classico, Mild and Light* , 100% Italian (all in 1 litre format) and *Classic Spray* (200ml format) for lunch on the go;
- **olive oil**: *Classico*.

The Sagra varieties will be clearly recognisable thanks to the different colours that characterise each oil.

For more information:

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Product details

Il Classico Sagra Extra Virgin Olive Oil

This oil is characterised by its balanced taste, making it very **versatile in the kitchen**, suitable for both cooking and drizzling cold.

- Colour: golden yellow with emerald green highlights
- Bouquet: fragrance of ripe olive
- Taste: balanced and harmoniously fruity
- Formats: 1lt, 75ml
- Suggested retail price: €5.49
- Ideal with: Short-cooked sauces, boiled vegetables and green salads, white meats, sautéed or roasted fish



Sagra Classico extra virgin olive oil is also available in a practical spraying format for seasoning or coating trays or pans in just a second without waste.

- Sagra spray is a great solution to take to the office or for lunch out.
- By adjusting the pressure, dress your lunch with an even spray, a drizzle of oil or just a drop
- 200ml format
- Recommended retail price €3



Sagra Mild and Light Extra Virgin Olive Oil

An oil with a **delicate taste**, ideal for those who love delicate and fine flavours. Its flavour enhances dishes without overpowering them.

An oil with low acidity, it is produced by selecting the **freshest and healthiest 100% Italian olives, pressed immediately after harvesting** and without any further processing. For this reason, it is possible to achieve a **natural acidity that is approximately 60% lower than the maximum permitted by EU regulations and never higher than 0.3%.**

- Colour: golden yellow with emerald green highlights
- Bouquet: fragrance of ripe olives
- Taste: slightly fruity
- Formats: 1lt, 75ml
- Suggested retail price: €5.49
- Ideal with: light vegetable-based dishes, steamed fish, white meat



Sagra 100% Italian Extra Virgin Olive Oil

This oil is characterised by a **bold but balanced taste. It is ideal for those looking for an oil with character, to enhance each distinctive flavour.** Made from olives harvested and pressed in Italy.

- Colour: golden yellow with intense green hues
- Bouquet: fragrance of ripe olives with fruity notes
- Taste: intensely fruity



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- Formats: 1lt, 750ml
- Suggested retail price: €6.99
- Ideal with: full-bodied dishes, soups, roasts and slow-cooked dishes.

Sagra "Organic" Extra Virgin Olive Oil

This is an oil produced from olives **harvested and pressed in Italy**, carefully controlled at every stage of production. The olives are farmed organically and are grown with full respect for the environment.

To best appreciate the qualities of **Sagra Organic Extra Virgin Olive Oil**, we recommend using it uncooked, to enhance the flavour of any dish.

- Colour: golden yellow with hues of green
- Bouquet: distinct vegetable notes
- Taste: bold but balanced
- Formats: 1lt
- Recommended retail price: €8.49
- Ideal raw as a condiment and for dipping



Sagra Olive Oil

It has a **delicate flavour** and is recommended for both seasoning and cooking and for those who like lighter flavours. Its **lightness** makes it perfect for preparing dishes as it does not overpower other flavours, and it is an excellent alternative to other types of fat when **making desserts, sauces and creams**.

- Colour: delicate golden yellow
- Bouquet: light scent of olive
- Taste: light and delicate
- Formats: 1lt
- Recommended retail price: €4.49



The **SALOV Group** was founded in 1919 by Filippo Berio's daughter, Albertina, with a number of Tuscan industrialists who together have pursued Filippo Berio's vision: to promote quality olive oil around the world. The group 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. Since 2015 it has been a part of the Bright Food Group.

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 discerning consumer in terms of quality and, above all, **traceability and sustainability**. In fact, thanks to the Filippo Berio Method, every part of the production process is traceable and certified starting from the field and the application of integrated production techniques.

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