Olio SAGRA is launching its first r-PET bottle on the Italian market, which is made from 50% recycled plastic, for its litre format range of seed oils.

New "green" look for the 1lt format of the historic SAGRA brand's range of seed oils. The new r-PET bottles are made from 50% recycled plastic and are totally recyclable thanks to updated sleeves and packaging. They will be available on Italian supermarket shelves from April. This is an important change in favour of a circular economy and respect for the environment.

Milan, April 2021 - **SAGRA**, a brand of **SALOV Group SpA**, a star on Italian tables since 1959, is confirming its commitment to sustainability by **introducing innovative r-PET bottles made from 50% recycled plastic** for its 1-litre range of seed oils.

New consumer styles, same product and service quality

This is a fundamental change for the sector because it involves a **new type of sustainable plastic** (50% of the plastic comes from recycled bottles), **but also a high-performance one because it is capable of maintaining the same quality, safety and handling features for the consumer** as traditional bottles.

SAGRA's commitment to promoting **sustainable patterns of consumption** with a view to a circular economy is not limited to the introduction of the r-PET bottle but extends to the entire **product packaging of seed oils**:

- **the new sleeve** that covers the bottle (which is essential to protect the product from light) is also made from an innovative recycled plastic material;
- **the revamped packaging** replacing the protective plastic film is made from 100% recycled cardboard.

These are all solutions that **help to reduce new plastic entering the environment and CO_2 emissions,** directly involving the end user in a process of responsible consumption and respect for the ecosystem.

SAGRA seed oil range with r-PET bottle

The new 50% r-PET format is available from April for all **1 litre SAGRA seed oil products:**

- Maize
- Peanut
- Sunflower
- High oleic sunflower
- Frimax special frying
- Grape seed

This decision for the 1lt range is only the first step, to be followed shortly by the other formats in the 1.5 litre and 2 litre ranges, **making SAGRA's commitment to reducing its environmental impact more and more tangible.**

This is all while remaining faithful to the promise made to consumers: to offer **recognisable, versatile and well-balanced products**, which are perfect suited to everyday cooking and **reliable** thanks to the high quality standards guaranteed by the rigorous controls during the various stages of production.

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To keep up to date with **SAGRA news, you can visit the website www.SAGRA.it and its social media channels** where you can find recipes and tips to help you with your daily cooking.

www.sagra.it - Olio Sagra - @oliosagra

#ilbuonoognigiorno #oliosagra #sharegreen

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

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