

SALOV Group SpA appoints Aida Partners for public relations

Milan, March 9, 2020 - **SALOV Group SpA**, one of the largest companies in the olive oil sector with a consolidated turnover of 290 million Euros in 2018 and approximately 90 million litres sold, has chosen to entrust their **public relations** activities to the Milanese agency **Aida Partners**, with the aim of supporting and promoting the Company and its **Filippo Berio** and **Sagra** brands on the Italian market.

The SALOV SpA Group, based in Massarosa, in the province of Lucca, selects, produces and distributes quality oils all over the world, thanks to its extensive knowledge, meticulous selection of raw materials, precise blending technique and multiple investments in cutting-edge production technologies with the aim of **spreading the culture of olive oil** and promoting a **healthy and balanced lifestyle**.

Aida Partners, which boasts **many years of expertise in communication in the food sector** and specific skills in **institutional and sustainability communication**, is the ideal partner for the company. It guarantees the professional management of communication activities differentiated according to objectives and specific targets.

"For over a century, the SALOV Group S.p.A. has been passionately committed to providing its consumers with the highest quality oils guaranteed by a production chain subjected to constant and rigorous controls, respecting the environment and the territory," said **Fabio Maccari** - CEO of SALOV Group SpA. *"Thanks to the collaboration with Aida Partners, we aim to develop and publicise our projects in the area of sustainability and to boost the reputation of our Filippo Berio branded products - which are now also available in Italy - and Sagra, promoting the culture of olive oil, an irreplaceable ingredient of the Mediterranean diet and a symbol of our food culture."*

"Since its was founded in 1995, Aida Partners has stood out due to its wealth of expertise in the food and sustainability sector," comments **Gianna Paciello Vice President of Aida Partners**. *"We are happy that SALOV Group S.p.A. has chosen our agency as a strategic partner to give a new impetus to the Sagra and Filippo Berio brands on the Italian market. It's an important goal and we are proud to be collaborating towards its success."*

The management of PR activities for SALOV Group S.p.A. has been assigned to Barbara Fortunati, Sara Della Noce and Chiara Bellomi, under the supervision of Laura Valentini.

Aida Partners is a business communication consulting company founded in 1995, made up of over 30 professionals who are able to assist clients with an analytical and strategic approach in all areas of communication.