



## **SALOV Group is strengthening its presence in the professional sector by launching the new Filippo Berio range and renewing the Sagra line.**

*Two tailor-made product lines, designed to meet both the practical and quality needs of Catering and Food Service providers while respecting the identity and market positioning of each brand: Filippo Berio and Sagra.*

Milan, 8 July, 2021 - **SALOV**, an Italian industrial group that is one of the world's top players in the olive oil sector, has developed two professional ranges for **Filippo Berio's** entry into the professional sector, together with the **renewal of the Sagra line, two professional ranges of products** that meet the needs of catering and food service providers, while respecting the identity and established market positioning of each brand.

### **Sagra Professional: completeness, practicality and value for money**

**Sagra**, one of the first branded olive oils to be marketed in the Modern Italian Distribution (1959), which is already well-known in the professional sector thanks to its undisputed quality, is now introducing a revamped **olive and seed oil** range, both in terms of graphics and in the organisation of the product line, which is now clearer and more comprehensive, designed to cover oil consumption in the kitchen with the practical **5lt. maxi formats** with an excellent quality/price ratio and reliability proven by over 60 years of history.

The new **Sagra Professional** range consists of:

- a **classic EVO oil** (also available in 2lt format);
- a **classic olive oil**;
- a **peanut oil**;
- a **sunflower oil**;
- a **high oleic sunflower oil**;
- a **special frying oil without palm oil**.

Each oil in the range has its own particular applications: from cooking to seasoning, from frying to making sauces, doughs, marinades and much more.

### **Filippo Berio Professional: premium offerings for medium-high level restaurants**

**SALOV's** premium brand, which “signs” the best-known and most appreciated Italian EVO on the main world markets, is also becoming available in the Ho.Re.Ca. sector, with a range primarily aimed at restaurants that want their menu to stand out with a distinctive product.

**Filippo Berio Professional** provides a service to restaurateurs, offering them the possibility of serving a **high quality product** at their dinner tables, thanks to the guarantee of the **Berio Method**. This method characterises the range of extra virgin products in the classic and 100% Italian categories, differentiating it from products found in this sector.

It is, therefore, an extra consideration that restaurateurs can make towards their customers, in addition to the quality of the dishes served. It is also a way for consumers to experience the taste of an EVO oil that has only recently been introduced to the Italian market but which boasts **sustainable, traceable and**

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**certified quality, guaranteed by a strict production protocol** based on the principles of integrated farming. A quality process from field to bottle certified by an authoritative third party, **SGS**.

The new Filippo Berio Professional range, sold in practical and elegant bottles with anti-refill caps in compliance with the European directive aimed at offering quality and transparency to the end consumer, consists of:

- a **classic extra virgin olive oil** (in both 250 ml and 500 ml);
- a **100% Italian oil** (in both 250 ml and 500 ml);
- a **Tuscan PGI oil** (in 500 ml);
- a **Modena PGI balsamic vinegar** (in both 250 ml and 500 ml).

In addition, to ensure the best possible service, the range also includes:

- a special **chilli-flavoured oil** (in a 250 ml size and in 10 ml single-dose sachets);
- the handy **10 ml single-dose sachets of Classic EVO oil**.

The **SALOV Group** was founded in 1919 by Filippo Berio's daughter, Albertina, and 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 among the **largest companies in the oil sector** with a consolidated net turnover in 2020 of approximately 335.6 million Euros and 120 million litres sold.

Since 2015 it has been part of the Bright Food International Group.

The SALOV Group has long been present on the Italian market with the historic **Sagra** brand and at the end of 2019 launched the **Filippo Berio** brand, a brand with over 150 years of history. It is present throughout the world and currently market leader in the USA, UK and Russia, as well as in Belgium, Switzerland and Hong Kong.

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**. Thanks to the Berio Method, in fact, each stage of the production process is traceable and certified starting from the field and the application of sustainable integrated production techniques.

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