



Olio Sagra Official Partner of Cucine da Incubo

Olio Sagra returns to be part of Cucine da Incubo, starting on **Sunday 2 April on Sky** and streaming on NOW, thanks to Sky Brand Solutions, the Sky Media department, together with Endemol Shine Italy.

Milan, 3 April 2023 - Olio Sagra - historic brand of the Salov Group - is synonymous with quality and convenience and "**the good of every day**", thanks to its range of extra virgin olive oils and seed oils, created to enrich all days the creativity of Italians in their kitchens and chefs in their restaurants, with excellent value for money.

The restaurateurs protagonists of the new edition of Cucine da Incubo - Sky Original show produced by Endemol Shine Italy - will be given a supply of different types of Olio Sagra, essential products for creating new tasty and captivating recipes. With Olio Sagra, restaurants will once again be able to amaze customers and offer menus of excellent quality.

Sagra Classico extra virgin olive oil, tasty and versatile, will be an essential ally for restaurateurs, as it adapts to every recipe, enhancing the flavors without covering them and thus creating balanced dishes.

Sagra 100% Italian extra virgin is instead an oil with a unique and decisive flavour, obtained from only olives harvested and pressed in Italy. With a round taste, it is ideal for making vegetables and meat and fish dishes even tastier.

Perfectly balanced, **Sagra Bassa Acidità** extra virgin olive oil, obtained from olives harvested at the perfect degree of ripeness and pressed in a short time, is ideal for those who love delicate and elegant tastes.

Finally, **Sagra Organic** Extra Virgin Olive Oil is produced with olives from organic farming, grown in full respect of the environment. It is an oil of exclusive Italian production, carefully controlled at every stage of production, excellent used raw, but also to flavor soups, vegetables and grilled meats.

It is possible to follow Cucine da Incubo, the Sky Original show produced by Endemol Shine Italy, with the official hashtag **#CucineDaIncubo** on the Facebook, Twitter, Instagram, Youtube and TikTok profiles of the program and Sky Italia.

Per maggiori informazioni:
Aida Partners srl - via Rutilia, 10/8 - 20141 Milano - 02.89504650
Barbara Fortunati - barbara.fortunati@aidapartners.com
Giulia Sciartilli - giulia.sciartilli@aidapartners.com



Cucine da Incubo is every Sunday from 2 April 2023 on Sky Uno and in streaming on NOW, always available on demand and visible on Sky Go.

 www.sagra.it -  Olio Sagra -  @oliosagra

#oliosagra

SALOV SpA was established in **1919** by Giovanni Silvestrini, a long-time business partner of Filippo Berio, the founder of the homonymous brand, and a group of entrepreneurs from Lucca. Quickly, the company became a reference point for **Lucca** in the world.

Salov is based in Massarosa, in the province of Lucca, and is one of the largest oil companies with a consolidated net revenue of approximately **376 million euros and 120 million liters sold in 2021**. Since 2015, it has been part of the Bright Food International Group.

The Salov Group has always been present in the Italian market with the historic **Sagra brand** and launched the **Filippo Berio brand** in Italy for the first time in 2019, a brand with over **150 years of history** present all over the world and in leading position in the USA, UK, Russia, Belgium, Switzerland, and Hong Kong.

In Italy, Filippo Berio is present with a dedicated range, capable of responding to an increasingly demanding consumer in terms of quality and, above all, traceability and sustainability. Thanks to the **Berio Method**, each stage of the production process is traced and certified starting from the field and from the application of sustainable integrated production techniques.

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