



Filippo Berio at Anuga 2025 with New Proposals Celebrating Innovation and Olive Oil Tradition [Stand 11.2 – F017]

Massarosa, October 2, 2025 – Filippo Berio, the premium brand of the Salov Group, will take part in Anuga 2025, the most important international food & beverage trade fair, scheduled in Cologne from October 4 to 8.

Within the exhibition space of Consorzio Italia del Gusto (Stand 11.2 – F017) – the association that brings together the finest Italian food excellences worldwide – Filippo Berio will present a fully renewed area showcasing, for the first time to the international public, the brand’s new visual identity. This marks an important evolutionary step, once again highlighting the Company’s ability to combine tradition and innovation, telling the story of a brand with over 150 years of history, now present in more than 75 countries worldwide.

Alongside Filippo Berio’s most iconic products – from extra virgin olive oils to pestos and sauces – several new items dedicated to international consumers and markets will be presented:

- **Filippo Berio Speciale Squeezable:** an extra virgin olive oil in a special PET bottle with precision pour spout, designed to help you cook like a chef;
- **Filippo Berio Olive Oil for Airfryer:** the new Mild & Light olive oil in spray format, developed for use in air fryers. It allows for even coating of food, avoiding waste. Its light and balanced flavor seasons food without overpowering it;
- **Filippo Berio Flavored Extra Virgin Olive Oil for Pizza:** extra virgin olive oil flavored with chili pepper, aromatic herbs and garlic, ideal for adding a special touch to traditional or gourmet pizzas, with a spicy Mediterranean note.

But that’s not all: the new 1-liter tin of Classico Extra Virgin Olive Oil – “**Tosca**”, the first release of the **Opera Collection**, will be unveiled. This exclusive series of limited-edition packs is inspired by the most famous works of Giacomo Puccini, the renowned composer born in Lucca. This special edition is a tribute to the Maestro’s artistic greatness—he wrote his masterpieces on the shores of Lake Massaciuccoli, just a short distance from where Filippo Berio began its activity more than 150 years ago. Two different paths, one shared vision: bringing Italian talent and craftsmanship to the world.

The tin adds a stylish touch to the kitchen thanks to its vintage yet contemporary design. It is also practical, lightweight, perfectly resealable and preserves olive oil quality by protecting it from light.

Also on display at Anuga will be the full ranges of Sagra-branded extra virgin olive oils and seed oils, a staple on Italian tables since 1959.

The Partnership with Consorzio Italia del Gusto

This is the first private consortium of companies operating in the Italian food and wine sector, whose members are selected for product quality and brand relevance. Founded in 2006, the Consorzio’s mission is

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to help member companies improve their competitive position in international markets, strengthening their image as producers of high-quality food products.

 www.filippoerio.it -  Olio Filippo Berio -  Filippo Berio Italia

SALOV SpA is headquartered in Massarosa, in the province of Lucca, and is one of the largest companies in the olive oil sector, with consolidated net revenues of approximately €561 million in 2024 and 96.7 million liters sold. Since 2015, it has been part of the international Bright Food Group. The Salov Group has long been active in the Italian market with the historic Sagra brand and, at the end of 2019, launched for the first time in Italy the Filippo Berio brand—an over 150-year-old label present worldwide and a market leader in the USA and UK, as well as in Belgium, Switzerland and Hong Kong. In Italy, Filippo Berio offers a dedicated product range designed to meet the needs of increasingly demanding consumers, especially regarding quality, traceability and sustainability. Thanks to the **Metodo Berio**, every stage of the production process is tracked and certified starting from the field, following the sustainable practices of integrated production

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