



Filippo Berio Launches the New Opera Collection: Introducing the “Tosca” Limited Edition

For the third consecutive year, Filippo Berio celebrates Italian Opera and the deep bond between art, territory and craftsmanship with a limited-edition tin dedicated to Giacomo Puccini — the perfect Christmas gift.

Milan, October 6, 2025 – Filippo Berio, the premium brand of the Salov Group, presents the new 1-liter tin of Classico Extra Virgin Olive Oil – “**Tosca**”, the first release of the **Opera Collection**, an exclusive series of limited-edition packs inspired by the most famous works of Giacomo Puccini, the renowned composer born in Lucca.

This special edition was created as a tribute to the Maestro’s artistic greatness: he composed his masterpieces on Lake Massaciuccoli, just a few steps 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. Filippo Berio, in fact, began marketing its olive oil in the United States using tin containers, becoming recognized as a quality olive oil and winning over not only Italian immigrants but also American consumers.

The tin adds a stylish touch to the kitchen thanks to its vintage yet contemporary design. It is practical, lightweight, perfectly resealable and protects the quality of the olive oil by shielding it from light. It is also the perfect gift idea for the Christmas holidays — ideal for those who love combining taste, culture and beauty.

With “**Tosca**” — which pays homage to Floria Tosca, an emblem of strength, character and elegance — begins a journey that will lead to the creation of additional tins inspired by Puccini’s iconic operas, resulting in a collection to discover and collect over time. This is not the first time Filippo Berio celebrates the Maestro: in previous years, tins dedicated to *Madama Butterfly* were released, and in 2024, on the centenary of Giacomo Puccini’s death, a special tin dedicated to *Turandot* was launched.

The Opera Collection becomes part of the Filippo Berio tin range, which has recently been expanded with the introduction of the 1-liter Olive Oil tin. This choice confirms the brand’s commitment to practical and functional formats capable of telling a story at the same time.

The new **Filippo Berio Extra Virgin Classico Tin 1L – Limited Edition – Tosca** will be available starting mid-October in major retail stores at the suggested price of €6.99.

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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 present in the Italian market with the historic Sagra brand and, at the end of 2019, launched the Filippo Berio brand in Italy for the first time — a brand with more than 150 years of history, established worldwide and holding leading positions 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 in terms of quality, traceability and sustainability. Thanks to the **Metodo Berio**, every step of the production process is tracked and certified starting from the field, following the sustainable practices of integrated production.

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