



## Filippo Berio Olive Oil takes center stage in the new season of *MasterChef Italia*

*Milan, December 9, 2024* – Once again this year, thanks to Sky Brand Solutions, the Sky Media department, together with Endemol Shine Italy, Filippo Berio olive oil will be part of the new season of *MasterChef Italia*, airing exclusively on Sky starting Thursday, December 11, and streaming only on NOW, always available on demand.

Joining the aspiring chefs in the Sky Original show produced by Endemol Shine Italy, two Filippo Berio extra virgin olive oils will once again be featured: the 100% Italian, a key ally in the Masterclass, and the Classico, used in the Outdoor Challenges when the two teams compete in creating their menus.

Since 1867, passion, dedication, and quality have defined Filippo Berio Olive Oil—values that have led it to be recognized from the very beginning as a product of excellence, capable of expressing quality in all its forms.

The creation of Filippo Berio-branded oils is monitored throughout the entire supply chain thanks to the Berio Method, a process that guarantees high-quality products while ensuring that extra virgin olive oil is sustainable, traceable, and certified at every stage, from field to bottle.

*MasterChef Italia* can be followed using the official hashtag **#MasterChefIt** on social media platforms Facebook, X, Instagram, YouTube, TikTok, and via the official *MasterChef Italia* website.



[www.filippoberio.it](http://www.filippoberio.it)



Olio Filippo Berio



Filippo Berio Italia

**SALOV SpA** is headquartered in Massarosa, in the province of Lucca, and is among 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 on the Italian market with its historic **Sagra** brand and, at the end of 2019, launched the **Filippo Berio** brand in Italy for the first time. With over **150 years of history**, Filippo Berio is a global brand holding leading market positions in the **United States and the United Kingdom**, as well as in **Belgium, Switzerland, and Hong Kong**.

In Italy, Filippo Berio is available with a dedicated product range designed to meet the needs of an increasingly demanding consumer, particularly in terms of **quality, traceability, and sustainability**. Thanks to the **Berio Method**, every stage of the production process is tracked and certified, starting from the field and the application of sustainable integrated production techniques.

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