Sagra seed oils: versatility and taste

A complete range designed to accompany every moment in the kitchen, from the simplest to the most creative, combining practicality and quality.

Milan, April 8, 2026 – Oil is no longer just a condiment: it is an ingredient that tells stories, traditions and habits, bringing together taste and culture and becoming an everyday gesture of care in the kitchen. More and more Italians choose oil based on its use, properties and dietary style, turning every recipe into a small, conscious act. Oil thus becomes a true ally that can make a difference, expressing personality, preferences and a way of experiencing cooking.
In this context, Sagra – a brand of the Salov Group traditionally positioned as "the goodness of every day" – offers a complete range of seed oils designed to accompany every moment in the kitchen, from everyday use to the most creative dishes, with simplicity and quality. Each product brings tradition and innovation, practicality and taste to the table, with the certainty that every seed has a story to tell.

The different types of Sagra seed oil feature unique characteristics, designed to meet a variety of cooking needs:

Peanut seed oil: ideal for frying and long cooking times thanks to its high smoke point (over 200 °C), which preserves the organoleptic properties of foods even at high temperatures. It ensures crispiness and flavor without altering the taste of the ingredients..

Sunflower seed oil: obtained from selected sunflower seeds, it is the ultimate everyday ally, with a neutral and delicate taste. Perfect for frying, preparing sauces, preserves or desserts, without interfering with the flavor of the ingredients. Versatile and light, it complements every action in the kitchen.

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High oleic sunflower seed oil: a sunflower variety naturally rich in monounsaturated (oleic) and polyunsaturated (linoleic) fatty acids, with antioxidant properties. Its greater stability and higher smoke point make it ideal both for raw use and frying, ensuring quality even at high temperatures..

Corn seed oil: light and delicate, perfect for raw use on salads, vegetables and light dishes, preserving the natural flavor of foods. Rich in carotenoids and, thanks to its polyunsaturated fatty acids, it is recommended for those seeking a balanced diet and looking to help maintain normal blood cholesterol levels..

Grapeseed oil: refined and increasingly appreciated, it is rich in polyphenols and polyunsaturated fatty acids, making it a valuable ally in helping to manage cholesterol levels. Ideal for salads, grilled vegetables and quick high-temperature cooking, such as in a wok, as it preserves the organoleptic properties and original flavor of foods.

To complete the range, **Frìmax**, specifically developed for frying: a blend of sunflower and high oleic sunflower oils, enriched with natural bay leaf flavoring, which helps reduce unpleasant odors without altering the taste of food. For even greater convenience, the **Frìmax spray format**, designed for air fryers, allows the oil to be evenly misted, avoiding waste and ensuring controlled dispensing, making preparation simple, quick and precise..

Consumer focus is also reflected in innovative and sustainable solutions: Sagra was the first brand in the category to introduce the 1-liter format in 100% recycled plastic (R-PET), an innovative choice that combines functionality with reduced environmental impact. The range also includes 2- and 5-liter formats, designed to meet different consumption needs, from everyday use to food service.

In the kitchen, every gesture counts. With Sagra—from sunflower seed oil for everyday use to grapeseed oil for those seeking refinement—every recipe becomes a moment of pleasure, every dish tells a story, and every ingredient matters, starting with the oil.

Salov

Salov, founded in Lucca in 1919 and headquartered in Massarosa, is today one of the leading international players in the olive oil sector, backed by a long tradition and solid know-how developed over more than a century of activity. Its portfolio includes highly valuable brands such as Filippo Berio—

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an iconic brand established in 1867 and now a leader in many international markets, globally recognized as a symbol of excellence and quality—and Sagra, a historic Italian brand also present in the seed oils segment.

Thanks to a growth path strongly focused on internationalization, Salov is now present in over 70 countries with a broad and diverse offering that authentically reflects Italian olive oil tradition and the ability to interpret global markets.

With well-established expertise in the sector, the company oversees the entire supply chain through rigorous selection of raw materials and strict controls throughout the production process, ensuring the highest quality standards and consistent product reliability.

In 2025, Salov recorded consolidated net revenues of approximately €500 million and 100 million liters sold, confirming its role as a key international player.

Sustainability represents a significant commitment for Salov and is now widely integrated into its business processes and supply chain management, following a path of continuous development.

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