SALOV
with the brands Filippo Berio and Sagra
between quality and innovation at TUTTOFOOD 2026

Milan, April 27, 2026 – Salov, one of the leading international players in the olive oil sector, is once again taking part in TUTTOFOOD 2026, a key international event for the agri-food industry and the promotion of a value-driven model. From May 11 to 14, the Group will participate within the space of the Consorzio Italia del Gusto (Hall 6 – Stand A31), the first private consortium of Italian food companies bringing together some of the country's finest producers.

With a history dating back to 1919 and a consolidated presence in over 70 countries, Salov promotes the culture and quality of olive oil worldwide through its brands Filippo Berio and Sagra, expressions of a vision that combines tradition, expertise and innovation. TUTTOFOOD 2026 represents a key opportunity to showcase the latest developments and make tangible the company's investment path, strengthening its role in the sector and in promoting a culture of quality oil.

"Participating in TUTTOFOOD 2026 means offering a clear view of where the sector is heading: we are not only presenting the Group's and our brands' latest innovations, but also highlighting the work done on quality, traceability and innovation, which are now decisive levers for competing internationally. In this sense, oil is not just a product but a cultural heritage—one that requires industrial rigor and the ability to evolve," says Gianmarco Laviola, CEO of Salov.
"In the past two years, the context has changed significantly: rising raw material costs, inflation and geopolitical tensions have required rapid and structural decisions. We have responded by strengthening investments and reinforcing the supply chain, with the aim of ensuring continuity, quality and transparency. Being here today demonstrates a clear path and an approach that looks optimistically at the sector: growing sustainably, consolidating the positioning of our brands and continuing to promote a serious, credible and contemporary culture of oil," Laviola concludes.

Filippo Berio: restyling for the Italian market and quality rooted in the supply chain
Filippo Berio will take center stage with its full offering for both international and Italian markets. In particular, the trade fair will mark the official launch of the brand's new visual identity in Italy, reinforcing its premium positioning by enhancing elegance and its purpose of uncompromising quality.

The Filippo Berio extra virgin olive oil range stands out for its rigorous approach to quality: careful supplier selection, full traceability throughout the supply chain and stricter parameters than regulatory standards. This commitment is monitored and certified by SGS and made transparent to consumers through a complete traceability system available on filippoberio.it.

The range is structured into three distinctive profiles designed to meet different cooking needs:

- **100% Italian:** more intense, with notes of grass, artichoke and tomato, and a bold, slightly bitter finish

- **Classico:** balanced, with hints of ripe olive, grass and a slight spiciness; ideal for all kitchen uses
- **For Delicate Recipes:** harmonious and rounded, with notes of fresh grass, thistle and tomato, for those who prefer milder flavors

All variants are available in 1-liter, 750 ml and 500 ml formats to meet increasingly diverse consumption needs.

The range is complemented by two special tins: the Limited Edition "Opera Collection" extra virgin olive oil, dedicated to the renowned composer Giacomo Puccini, and the olive oil tin. Both are available in a practical 1-liter format, in an iconic vintage-style packaging that enhances product quality.

Confirming the international relevance of Filippo Berio, TUTTOFOOD also serves as an important showcase for the full range of olive oils for export markets, alongside complementary products—sauces, pestos, vinegars and glazes—with which the brand is a leader in several countries.

Sagra: "the goodness of every day" between innovation and practicality
At TUTTOFOOD, Salov will also present the full Sagra range, a historic brand synonymous with accessible quality and reliability.

Special focus will be given to the spray oil range, designed to offer practicality and versatility in the kitchen, including:

- **EVO Classico Spray**, ideal for practical, waste-free seasoning even outside the home
- **Frimax Spray**, a special sunflower seed oil spray formula developed to ensure optimal performance in air fryer preparations

The line is further enhanced by the 2026 innovation: the **Ideal Spray for Grilling**, a special extra virgin olive oil flavored with rosemary and garlic, designed to simplify the preparation of grilled foods. The spray format, already evenly flavored and made without colorings or artificial flavors, allows for uniform and controlled application. It is ideal for seasoning and marinating meats, vegetables, fish and all grilled dishes in a practical and effective way.

With Filippo Berio and Sagra, Salov confirms its commitment to offering high-quality products, the result of consolidated know-how and constant attention to evolving consumer needs, keeping transparency, reliability and the culture of oil at its core.

TUTTOFOOD 2026 - Rho Fiera Milano
SALOV
Consorzio Italia del Gusto - Padiglione 6 Stand A31
11 – 14 maggio 2026

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—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, an authentic expression of 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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