



The Pleasure of Regaining Balance: Filippo Berio Brings the Full Flavour of Its Extra Virgin Olive Oils to the Back-to-Routine Season

Milan, 8 September 2026 – September marks the return to everyday routines and, after the summer break, the desire to rediscover greater balance in daily habits. This need is also reflected in the kitchen, where simplicity, variety and the quality of ingredients become key elements for embracing the new season with flavour and enjoyment.

Rather than giving up the pleasure of good food, it is about rediscovering thoughtful cooking based on seasonal, high-quality ingredients, simple preparations and well-balanced flavours. In this context, **Extra Virgin Olive Oil** once again takes centre stage as a natural protagonist. A symbol of the Mediterranean diet, it enhances and complements a wide variety of dishes, from the simplest recipes to more sophisticated creations.

A drizzle of olive oil can complete a grain and vegetable salad, enhance the simplicity of a legume-based dish or add character to a velvety soup. Likewise, it plays an essential role in preparing fish, meat and vegetables, offering endless culinary possibilities. It is precisely this versatility that makes olive oil an everyday essential, capable of combining **balance and flavour** through a simple gesture.

Filippo Berio's Commitment to Extra Virgin Olive Oil Quality

For more than 150 years, **Filippo Berio** has brought its expertise and deep understanding of olive oil to consumers' tables, interpreting an ingredient that is deeply rooted in Italian gastronomic tradition through a constant commitment to quality.

At the heart of its Extra Virgin Olive Oils lies a rigorous quality journey that follows the oil from the mill to the bottle through strict selection criteria and comprehensive controls. This approach makes it possible to offer oils with distinctive characteristics and sensory profiles, designed to suit different tastes and culinary occasions.



For those seeking a versatile olive oil for everyday use, **Filippo Berio Classico** offers a balanced and harmonious flavour, with notes of grass and ripe fruit and a gently peppery finish, making it ideal for a wide range of recipes and perfect for use both in cooking and as a finishing touch.

Filippo Berio 100% Italiano, made exclusively from Italian olives, stands out for its more robust character and fruity profile, featuring vegetal notes of grass, artichoke and ripe tomato, with a lightly bitter finish. It is the ideal choice for recipes with richer and more intense flavours.



For more delicate dishes, **Filippo Berio Ricette Delicate** offers a smooth and harmonious taste profile, carefully crafted to complement fish, vegetables and ingredients with more subtle flavours without overpowering them.

As everyday life resumes, finding balance at the table means rediscovering the value of simple gestures, carefully selected ingredients and well-harmonised flavours. This philosophy reflects Filippo Berio's ongoing commitment to promoting an olive oil culture rooted in quality, taste and versatility, through products designed to enhance every recipe and every dining occasion.

This commitment also extends to the future of olive cultivation and is reflected in the support provided by the Salov Group, through its historic Filippo Berio brand, to the non-profit organisation Save the Olives, which is dedicated to protecting olive-growing heritage and supporting research aimed at combating Xylella.

Salov

Founded in Lucca in 1919 and headquartered in Massarosa, Italy, Salov is today one of the leading international players in the olive oil sector, backed by a long-standing heritage and solid expertise developed over more than a century of activity. Its portfolio includes renowned brands such as Filippo Berio, the historic brand founded in 1867 and now a market leader in numerous international markets, globally recognised as a symbol of excellence and quality, and Sagra, a historic Italian brand with a strong presence in the seed oils segment as well. Thanks to a growth strategy strongly focused on international expansion, Salov now operates in more than 70 countries, offering a broad and diversified portfolio that authentically reflects the Italian olive oil tradition while successfully meeting the needs of global markets. Drawing on its extensive industry expertise, the company oversees the entire supply chain through rigorous raw material selection and comprehensive quality controls throughout the production process, ensuring exceptionally high standards and consistent product quality. In 2025, Salov recorded consolidated net revenues of approximately €500 million and sales of 100 million litres, further strengthening its position as a leading international player in the olive oil industry.

Salov Press Office – Weber Shandwick Italia

E-mail: salov@webershandwickitalia.it

Elisa Pescetto: **M:** 345-9742071

Valentina Castiglia: **M:** 335-7698074