



Sagra Spray Oils bring flavor to new cooking habits

Everyday cooking is changing, and with Sagra, so is the way oil is used

Milan, September 28, 2026 – With less time available, meals to organize around work and daily commitments, and new cooking appliances that have now become a permanent feature in our kitchens, the way everyday dishes are prepared is also evolving, driven by the search for solutions that make preparation easier without giving up taste and the pleasure of cooking.

In this context, even the simplest gestures can find new ways of being carried out. This is the case with seasoning, where precision and practicality can make a difference: measuring the right amount of oil and distributing it evenly makes it possible to accompany every preparation, enhancing ingredients while helping to reduce waste.

Today's kitchen is increasingly attentive not only to preparation times and cooking methods, but also to the way ingredients are used. Air fryers and next-generation ovens have introduced new habits, while ingredient formats and methods of use continue to evolve in response to a more practical and conscious approach to cooking.

It is from this attention to everyday gestures that **Sagra's Spray Oil range** was born, bringing to the kitchen a practical and versatile way of using oil, designed to accompany different preparations and occasions of use.

Thanks to an innovative dispenser offering three different application modes – **stream, drop and spray** – the oil can be distributed evenly and with precision, allowing users to choose the most suitable quantity and application method for each recipe.

Three products, developed to respond to different needs, make up a range designed to accompany new cooking habits:



EVO Classico Spray: the balanced taste of Sagra extra virgin olive oil meets a versatile format, designed to accompany everyday preparations with simplicity. Ideal both for seasoning and cooking, it is suitable for salads, vegetables, meat, fish and many other dishes, enhancing their flavor without masking their characteristics.



For those who enjoy grilling, **Ideal for Grilling Spray Oil** combines extra virgin olive oil with the aromatic notes of rosemary and garlic, enriching meat, fish and vegetables. A product designed to accompany the different stages of preparation, from marinating to cooking and finishing the dish, enhancing the flavor of grilled recipes.



Completing the range is **Fri max Spray**, dedicated to the new cooking methods that have become part of everyday habits, starting with the air fryer. Made with sunflower oil and high-oleic sunflower oil, it is designed to accompany crispy and flavorful preparations, from potatoes and chicken to fish and vegetables, offering a practical solution for experimenting in the kitchen.

A range born from **Sagra's** experience in interpreting the evolution of cooking habits, offering solutions that combine ease of use, versatility and attention to quality, without compromising on taste.

Salov

Founded in Lucca in 1919 and headquartered in Massarosa, Salov is today one of the leading international operators in the olive oil sector, drawing on a long tradition 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 synonym for excellence and quality, and Sagra, a historic Italian brand also present in the seed oils segment. Thanks to a growth strategy strongly focused on internationalisation, Salov is now present in more than 70 countries with a broad and diversified portfolio that authentically reflects the Italian olive oil tradition and the company's ability to meet the needs of global markets. Building on its well-established expertise in the sector, the company oversees the entire supply chain through rigorous raw material selection and thorough controls throughout the production process, ensuring the highest quality standards and consistent product quality. In 2025, Salov recorded consolidated net revenues of approximately €500 million and sales of 100 million litres, confirming its position as a leading player in the international olive oil industry.

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