Filippo Berio Oil: from the fields to MasterChef Italia

As of 16 December, Filippo Berio will be the official oil of the eleventh series of MasterChef Italia, which airs on Sky and streams on NOW TV. With the two products, Classic and 100% Italian, the aspiring chefs will have a special ingredient on hand when developing their recipes during the competition.

Milan, 15 December 2021 - Perseverance, passion and quality are the distinguishing features of the extra virgin olive oil produced by Filippo Berio (the SALOV Group's premium brand). This passion began more than 150 years ago with the sole aim of producing an exceptional product, representing quality in all of its forms.

Every single bottle of extra virgin olive oil has its own story to tell. A story that begins with a method (the Berio Method) which is monitored at each stage of the process and **environmental sustainability** throughout the supply chain. Its excellence is proven by the complete traceability system which makes it possible to find information relating to any single bottle through the ***www.filippoberio.it*** website.

For **Filippo Berio**, quality is not just the end goal, but a business philosophy that allows it to get the best out of its dedication and professionalism.

The aspiring chefs in the latest series of MasterChef Italia (which gets underway on Thursday 16 December on Sky and streams on NOW), **thanks to Sky Brand Solutions, a department of Sky Media, together with Endemol Shine Italy**, will have the task of translating the characteristics of the Classic and 100% Italian Extra Virgin Olive Oil into their dishes.

In the 100% Italian Extra Virgin Olive we find a bold aroma of green olives, a fruity and lively taste with a spicy and slightly bitter aftertaste. The Classic Extra Virgin Olive Oil has a balanced taste and a fruity aroma of ripe olives of medium intensity. It is ideal for fresh dressings.

You can follow MasterChef Italia, a Sky cooking programme produced by Endemol Shine Italy, by using the official hashtag #MasterChefIt on Facebook, Twitter, Instagram, YouTube and TikTok or by visiting the official MasterChef Italia website.

MasterChef Italia airs every Thursday from 16 December 2021 on Sky One (channel 108, terrestrial channel 455), is available on demand, on the NOW streaming service, and can be watched on Sky Go on smartphones, tablets and computers, even when travelling in European Union countries, NOW streaming.

Press Office: Aida Partners
Barbara Fortunati – barbara.fortunati@aidapartners.com
Giada Mentegari – giada.mentegari@aidapartners.com

www.filippoberio.it - Filippo Berio Oil - Filippo Berio Italy

SALOV SpA was founded in **1919** by Giovanni Silvestrini, a long-time business partner of brand founder Filippo Berio, and a group of entrepreneurs from Lucca. The company quickly became a standard bearer for Lucca around the world. SALOV **is based in Massarosa**, in the province of Lucca, and is **one of the largest companies in the olive oil sector,** with a consolidated net turnover of approximately €335 million and 120 million litres sold in 2020.

The SALOV Group has always been present on the Italian market with the historic **Sagra** brand and in late 2019 launched **Filippo Berio** in Italy for the first time; a brand with over 150 years of history across the world and the current market leader in the USA, UK and Russia, as well as Belgium, Switzerland and Hong Kong.

Filippo Berio is present in Italy with a dedicated range capable of meeting the needs of an increasingly discerning consumer in terms of **quality** and, above all, **traceability and sustainability**. In fact, thanks to the **Berio Method,** each part of the production process is traceable and certified, starting from the field and the application of sustainable integrated production techniques.

Press Office: Aida Partners
Barbara Fortunati – barbara.fortunati@aidapartners.com
Giada Mentegari – giada.mentegari@aidapartners.com