Filippo Berio Professional: an exclusive line of high-quality olive oils for the Catering and Food Service

Salov Group aims to strengthen Filippo Berio's presence with a Professional line offer of gourmet olive oils for higher end restaurants

Milan, 25 May 2022 - **Salov**, an industrial group world leader in the edible oil sector, continues its strategy of **strengthening** the two brands Filippo Berio and Sagra. Specifically, it aims to consolidate **Filippo Berio's presence** in medium-high level **catering** through an ad hoc line designed to meet the current needs of sector operators with a very high-quality product.

In 2021, Filippo Berio developed **a *Professional line*** to provides restaurateurs with the opportunity to offer an **exclusive product** with a different kind of service. We are talking about giving extra attention to customers and allowing consumers to taste a whole line of extra virgin olive oils boasting **sustainable quality** thanks to the **Berio Method**, **a strict production protocol** based on the principles of integrated agriculture that **guarantees traceability and** authoritative third-party **SGS certification** from farm to bottle.

The Filippo Berio *Professional line* comes in practical and elegant bottles featuring an **anti-refill cap** to protect product quality, with the following gourmet offers:

- **classic extra virgin olive oil** (250ml and 500ml bottles)
- **100% Italian extra virgin olive oil** (250ml and 500ml bottles)
- **Tuscan PGI extra virgin olive oil** (500ml bottle), a product of the Tuscan tradition that has always been appreciated by consumers;
- **Modena PGI balsamic vinegar** (250ml and 500ml bottles), the perfect partner of the best **extra virgin oils** for every table.

Additionally:

- **chilli pepper flavoured** condiment based on **extra virgin olive oil** (250ml bottle);
- practical **10 ml single-dose sachets of classic extra virgin olive oil.**

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

Salov S.p.A. was founded in **1919** by Giovanni Silvestrini, long-time business partner of brand founder Filippo Berio, and a group of entrepreneurs from Lucca. The company quickly became a global landmark for the Lucchesia region of Tuscany. Salov **is based in Massarosa**, Lucca province, and is **among the largest companies in the olive oil sector** with a consolidated net turnover of approximately 335 million euros 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 the **Filippo Berio** brand in Italy for the first time, whose global history spans 150 years, a leader in the US, UK, Russia, Belgium, Switzerland, and Hong Kong.

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

Filippo Berio has created a dedicated line for Italy's demanding consumers that offers top **quality**, **traceability**, and **sustainability** thanks to the farm-to-bottle **Berio Method**, which assures quality and certification at every step and integrated sustainable production techniques.

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