



A prestigious partnership is underway for Filippo Berio Olive Oils: Chef Giorgio Locatelli is the new Brand Ambassador and Quality Judge

Filippo Berio's Classico and 100% Italian Extra Virgin Olive Oils will be the stars of a new campaign on Sky Uno, IG, and Facebook, until 4 March 2022, together with chef and MasterChef Italia judge Giorgio Locatelli, who will be Filippo Berio's new Brand Ambassador and Quality Judge. The main theme of the campaign is sustainability in the kitchen.

Milan, 20 December 2021 - **Giorgio Locatelli**, one of the most authoritative and appreciated Italian chefs and a Masterchef Italia judge for years, **is the new Brand Ambassador and Quality Judge of Filippo Berio**, a major Salov Group brand that meets the demands of sophisticated consumers in terms of quality, traceability, and sustainability.

This prestigious **partnership** started with the confirmation of Filippo Berio as the official oil of the new edition of **MasterChef Italia**, with a campaign created by the FCB PARTNERS agency led by CEO Giorgio Brenna, which will broadcast on **Sky Uno TV channel** and **social media** from 17 December 2021 to 4 March 2022.

The new Filippo Berio spot by FCB PARTNERS featuring Chef Giorgio Locatelli will go on air during MasterChef Italia's commercial breaks, thanks to a collaboration with Mr. Locatelli's management agency Capital Innova. In addition, **Filippo Berio and Giorgio Locatelli** scheduled a series of **Facebook and Instagram** events and posts featuring not only useful tips for cooking with olive oil, a fundamental ingredient of Italian cuisine, but also simple and effective suggestions to make your own **kitchen greener and more sustainable**.

"Along with the Berio brand, which has always made the best signature dishes of our cuisine, we now have the signature of starred Chef Giorgio Locatelli; an added guarantee for a product that comes from a supply chain that is already guaranteed and certified" - FCB PARTNERS CCO Alessandro Antonini.

Moreover, Filippo Berio brand Extra Virgin Olive Oils guarantee sustainability and quality because they make use of the **Berio Method**, a **quality process of traceability and certification from farm to bottle**, which selects only the crops that follow **integrated production** principles of respect for the environment and the whole ecosystem, and uses only the best and healthiest olives, harvested when they are just ripe and rigorously cold-pressed. All the steps of the Berio Method are **certified by SGS**, a company that guarantees both **product quality** and **environmental sustainability throughout the supply chain**. This is the only way to obtain **Filippo Berio brand quality with unsurpassed taste**.

The campaign features **Filippo Berio Classico Extra Virgin Oil**, which is a versatile oil with a balanced, medium intensity, and fruity taste of ripe olives that is ideal for raw dressings, and **Filippo Berio 100% Italian**, perfect for enhancing full-bodied flavours with its strong aroma of green olives and lively taste, followed by a spicy and slightly bitter aftertaste.

TV SPOT CREDITS:

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ADV MANAGEMENT AGENCY: CAPITAL INNOVA

 www.filippoerio.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.

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.

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