



Filippo Berio and Sagra recognised in the “Le Forme dell’Olio” section of the 2022 Olio Officina Festival

SALOV Group receives 3 awards for its Filippo Berio and Sagra brands at the prestigious industry event, an ambassador for the promotion of the culture of olive oil.

*Milan, 21 March 2022 - The **SALOV Group**, with its **Filippo Berio and Sagra brands**, starred at the **2022 Olio Officina Festival**, one of the industry’s most important events, which was held in Milan between 17 and 19 March at Palazzo delle Stelline.*

The company, which also attended in its capacity as **contributing sponsor for the eleventh edition through its Filippo Berio brand**, received three important accolades for its lines of extra virgin olive oil and olive oil as part of the “**Le Forme dell’Olio**” competition”.

- **Gold in the Gourmet Oils category** for the *premium Filippo Berio brand with its limited edition “Olio della Villa Toscano” PGI extra virgin olive oil* ;
- **Silver in the Retail Oils category** for *Sagra’s range of extra virgin olive oils*;
- **Special Award for Best Olive Oil** for *Sagra Grandulivo and Sagra Oliva*;

The event was packed with **meetings, opportunities for interaction** and **dialogue** concerning various topics relating to olive oil and the challenges it is currently facing, with contributions from experts, business owners and associations. This included the SALOV Group which was represented by its **Commercial Director, Mauro Tosini**, who offered his point of view as part of the themed debate held on Saturday 19 March: “*How marketing changes in an environment of great market uncertainty*”.

“We are proud to have actively supported an initiative that has been an important beacon for the promotion of the culture of olive oil over the years,” commented **Mauro Tosini, Commercial Director of SALOV**. *“This has also been an opportunity to take stock of the situation in which we find ourselves. As a Group, we are doing everything possible to meet our customers’ needs, especially regarding the supply of seed oils, in an extremely turbulent and uncertain environment that no one has seen before now.”*

By taking part in the Olio Officina Festival, there was also an opportunity to promote the products that make up the complete retail and food service lines, but above all the values and commitment to the best quality, traceability and sustainability that are encapsulated by every Filippo Berio branded bottle.

Indeed, the brand’s products stand out because of the **Berio Method**, a certified and traceable quality process from field to bottle which is guaranteed by applying integrated cultivation and production principles and using only the best and healthiest olives which are harvested at the right degree of ripeness and strictly cold pressed. The processes that define the Berio Method are **certified by SGS**, a company that ensures both product quality and environmental sustainability throughout the supply chain.

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

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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.

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