



Filippo Berio Gold Selection 100% Italian Organic launched to cater to the most discerning palates

The new product is the result of careful selection of the best 100% Italian oils which have been produced according to organic farming principles. With an intense, rich taste, it is an oil of the highest quality, perfect for special occasions and impressing lunch or dinner guests.

Milan, 31 March 2022 – **Filippo Berio - the SALOV Group's premium brand - presents Gold Selection 100% Italian Organic**, a new product that complements its retail offering and meets the growing consumer demand for high quality, 100% Italian products from controlled supply chains.

Gold Selection 100% Italian Organic not only boasts the **Berio Method** mark - a sustainable, traceable and certified quality process from field to bottle – but also **organic certification**: a combination that ensures the highest level of product quality, while at the same time being accessible through large-scale retail channels.

Gold Selection 100% Italian Organic is the result of a careful selection of the **best 100% Italian oils** produced according to **organic farming principles** and **strict specifications** - which are monitored and certified by SGS - and positions itself among 100% Italian oils as a select, highly premium product, intended for the **most discerning palates** and to be used during **special occasions**.

Sold in **750ml** glass bottles, the new product can be found in Autogrill outlets in a special double pack and will be available in large-scale retail outlets from April.

Taste	An oil with an intense, rich flavour, with typical grassy and peppery notes, followed by a spicy and slightly bitter aftertaste. Ideal for those that love bold flavours that are also refined and balanced.
Bouquet	A deep, balanced, fruity aroma of green olives with hints of artichoke, fresh grass and leafy notes.
Available formats and recommended retail price	Filippo Berio Gold Selection 100% Italian 750ml. – €7.99/Unit.
Recommended uses	Perfect for special occasions and impressing lunch or dinner guests.



 www.filippoerio.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

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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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