



Olio Sagra: Official Partner of “Cucine da Incubo”

Olio Sagra makes its bow on the latest series of the programme “Cucine da Incubo” (“Kitchen Nightmares”) which begins on Sunday 3 April. It airs on Sky and the NOW streaming service thanks to Sky Brand Solutions, a department of Sky Media, and Endemol Shine Italy.

Milan, 30 March 2022 - The **SALOV Group’s** historic brand, **Olio Sagra**, is synonymous with quality, convenience and **“the goodness of every day”** due to its range of extra virgin olive oils and seed oils which were created to complement the creativity of Italians in their kitchens and chefs in their restaurants, at an affordable price.

The restaurants featuring in the new series of “Cucine da Incubo” - which is produced by Endemol Shine Italy for Sky - will receive a supply of various Sagra oils, products which will be instrumental in creating delicious and captivating new recipes. With Olio Sagra's help, the restaurants will be able to focus on impressing their customers and offering menus of outstanding quality.

The flavoursome and versatile **Sagra Classico Extra Virgin Olive Oil** will be a crucial ally for the restaurateurs, adapting to any recipe and bringing out its flavours without overwhelming them, creating balanced dishes.

On the other hand, **Sagra 100% Italian Extra Virgin Olive Oil** has a unique, bold taste obtained from olives harvested and pressed in Italy. With its robust character, it is ideal for adding flavour to vegetables as well as meat and fish dishes.

The perfectly balanced **Sagra Low Acidity Extra Virgin Olive Oil**, which is obtained by selecting olives at the perfect degree of ripeness that are pressed immediately after harvesting, is ideal for those who prefer delicate and refined flavours.

Lastly, **Sagra Organic Extra Virgin Olive Oil** is produced with olives that are farmed organically and grown with full respect for the environment. This oil is produced exclusively in Italy and each stage of production is meticulously monitored. It is ideal for using uncooked but also as a condiment for soups, stews, vegetables and grilled meats.

You can follow “Cucine da Incubo”, a Sky programme produced by Endemol Shine Italy, by using the official hashtag #CucineDaIncubo on Facebook, Twitter, Instagram, YouTube and TikTok.

“Cucine da Incubo” airs every Sunday from 3 April 2022 on Sky One (channel 108, terrestrial channel 455), is available on demand on the NOW streaming service, and can be

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watched on Sky Go on smartphones, tablets and computers, even when travelling in European Union countries.

 www.sagra.it -  Olio Sagra -  @oliosagra

#oliosagra

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 has a dedicated range for Italy capable of meeting the demands 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 integrated production techniques.

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