BEER & FOOD ATTRACTION 2022: THE SALOV GROUP LAUNCHES SAGRA AND FILIPPO BERIO
BRANDED LINES FOR THE OUT-OF-HOME SECTOR

With Sagra in the kitchen and Filippo Berio on the tables of restaurants, bars and pubs, SALOV is able to fully cater to the needs of professionals in the industry.

Massarosa, 23 March 2022 - **SALOV SpA**, a corporate group which features among the main players worldwide in the olive oil sector, w**ill take part in the seventh edition of Beer & Food Attraction**, an industry event that held in Rimini from 27 to 30 March, which brings together the most comprehensive national and international range of beers, drinks, food and trends for the out-of-home sector under one roof.

The Group will exhibit at **stand 165, hall A7**, with **lines dedicated to catering professionals by the group's two brands, Sagra and Filippo Berio.**

Sagra in the kitchen and Filippo Berio on the table.

Sagra, one of the first olive oil brands to be marketed in modern Italian distribution (since 1959), **is aimed at professionals with a complete range of olive oils and seed oils**, Sagra Professional, conceived with the idea of meeting the needs of professional kitchens with practical **maxi 5L bottles**, shaped by over 60 years of value for money and dependability.

If Sagra is the perfect partner for cooking, the **new Filippo Berio professional range** instead represents an opportunity to offer a different kind of service at the tables of the best restaurants.
The range aims to offer restaurateurs and their clientele a **high quality product**, thanks to the guarantee of the **Berio Method** which defines the Classic and 100% Italian products of the extra virgin range. It is also a way of letting consumers taste a product that offers **sustainable, traceable and certified quality guaranteed by a strict production protocol** which is based on integrated farming principals. A path to quality from field to bottle which is certified by an authoritative third party, **SGS, the guarantor of the entire Berio Method supply chain**. The range consists of practical, **refined bottles of 250ml and 500ml fitted with anti-refill caps that are essential for reassuring the consumer of the quality of the product. Another important feature of the extra virgin table range is the special Toscano PGI, a must-have for those that wish to offer their clientele a characteristic product which is popular with consumers.**
The range is rounded off with a Balsamic Vinegar of Modena IGP, the perfect accompaniment to the best Extra Virgin Oils on every table.

"We are thrilled to take part in Beer & Food Attraction: this is a brilliant chance to reach out to out-of-home professionals and promote the Sagra and Filippo Berio lines of oils dedicated to this specific sector," commented **Alessandro Falaschi, Sales Director for Italy at SALOV SpA.** *"Our aim is to become a partner as well as a point a reference for restaurant owners, offering quality products that fully meet their needs, in both the kitchen and at the table, all the while ensuring value for money."*

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The **Sagra *Professional*** range consists of:

- Classic Extra Virgin Olive Oil
- Olive Oil
- Peanut Oil
- Sunflower Oil
- High Oleic Sunflower Oil
- Corn Oil
- Special Frying Oil

The **Filippo Berio *Professional*** range comprises of:

- Classic Extra Virgin Olive Oil (250ml and 500ml);
- 100% Italian Extra Virgin Olive Oil (250ml and 500ml);
- Toscano PGI Extra Virgin Olive Oil (500ml);
- Balsamic Vinegar of Modena PGI (250ml and 500ml).

The range is also complemented by:

- Chilli Flavoured Olive Oil (250ml)
- Practical 10ml single-serving sachets of Classic EVO Oil.

The **SALOV Group** was founded in 1919 by Filippo Berio's daughter, Albertina, alongside a number of Tuscan industrialists who together have continued Filippo Berio's vision: to promote quality olive oil around the world. SALOV is based in Massarosa, in the province of Lucca, and is among the **largest companies in the oil sector** with a consolidated net turnover of approximately €335.6 million and 120 million litres sold in 2020. It has been part of the Bright Food International Group since 2015.

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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