



SALOV GROUP AT CIBUS 2022 WITH THE COMPLETE LINES OF ITS SAGRA AND FILIPPO BERIO BRANDS

Salov will be at Cibus to present the complete Sagra and Filippo Berio lines dedicated to retail and catering. An opportunity to transmit the company's values of ever-increasing quality, innovation, and sustainability.

Massarosa, 28 April 2022 - **Salov S.p.A.**, an industrial group world leader in the edible oil sector, **will be at the Cibus 2022 International Food Exhibition**, Italy's major agri-food industry event, from 3 to 6 May, in Parma.

You will find Salov's **stand (C034)** in **Hall 5**, dedicated to the Group's two brands Sagra and Filippo Berio.

Sagra, a historic brand on the Italian market, will be featuring its retail lines of extra virgin olive oils and seed oils, in addition to its Professional line with large 5L bottles dedicated to catering needs.

The **Filippo Berio** brand will feature specific offers for the foreign market and domestic market. **Its domestic retail line** will exhibit 1L bottles with labels recently redesigned to highlight sustainability and traceability, together with the special new **Riserva Oro 100% Italian Organic** extra virgin olive oil in 750ml bottles. A **food service** line for Italy's high-end restaurants will also be presented, featuring practical and elegant 250 and 500ml bottles with anti-topping caps guaranteeing quality protection. Given the international importance of the Filippo Berio brand in over 75 countries, **a line of olive and extra virgin oils** will also be presented for foreign consumers, along with related products such as pestos, vinegars, and glazes.

"Starting from 2019, the year management was renewed, Salov has been experiencing new and continuous growth, with important investments and a philosophy of product quality, sustainability, and innovation that will guarantee a healthy, long-lasting, and solid business. Our presence at Cibus, one of the most important trade fairs in the industry, is an excellent opportunity to introduce Salov and its products to Italian and foreign visitors, and to transmit our company values of pioneering and excellence to our customers, consumers, and restaurateurs" - **Mauro Tosini, General Manager of Salov S.p.A.**

Sustainability as a real product commitment.

The theme of sustainability, a pillar of the company, is also reflected in its brands at Cibus.

Salov will be **mentioned in the eco-packaging section**. The company has been set on ever-increasing product sustainability in recent years. Sagra and Filippo Berio brand PET bottles in sizes ranging from 500ml to 2L have been using **50% recycled rPET** starting in 2022. The **Sagra seed oil line has been using 25% recycled plastic for its labels and sleeves**. We are committed to promoting sustainable consumption styles as part of a circular economy not limited to rPET bottles but extending to the whole packaging of the product.

In addition, the Filippo Berio brand applies the unique **Berio Method** for sustainability and traceability, an example of responsible production and consumption that follows the principles of integrated agriculture and recognizes the value of the supply chain committed to it.

Salov also collaborates in the **Long Life Oil research programme** for the development of innovative technologies to stabilise the organoleptic and nutritional characteristics of olive oil and extend its shelf life.

The Group promotes the importance of a healthy and balanced diet for well-being with label information and communication campaigns.

For more information:

Aida Partners srl - via Rutilia, 10/8 - 20141 Milan - 02.89504650
Barbara Fortunati - barbara.fortunati@aidapartners.com
Giada Mentegari - giada.mentegari@aidapartners.com



Furthermore, Salov collaborates with **CNR-IBE** on olive growing agronomic projects for greater biodiversity, precision agricultural techniques, enhanced sustainable production techniques, and increasingly efficient and sustainable cultivation methods.

Salov Group was founded in 1919 by Filippo Berio's daughter, Albertina, with the contribution of entrepreneurs from Lucca who carried out together Filippo Berio's project to promote the quality of olive oil in the world. 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. Since 2015, it has been part of the Bright Food International Group.

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.

For more information:

Aida Partners srl - via Rutilia, 10/8 - 20141 Milan - 02.89504650

Barbara Fortunati - barbara.fortunati@aidapartners.com

Giada Mentegari - giada.mentegari@aidapartners.com