



Filippo Berio Olive Oil: all the taste of extra virgin olive oil at MasterChef Italy

Milan, 13 December 2022 - Since 1867, passion, dedication and quality have been the distinctive features for Filippo Berio Olive Oil that have led it to be recognized, immediately, as a product of excellence, which conveys quality in all its forms.

The creation of Filippo Berio branded oils is controlled along the entire supply chain thanks to the Berio Method, a path that guarantees high quality products and at the same time makes the extra virgin olive oil sustainable, traced and certified at every stage, from the field to bottle.

Also this year Filippo Berio oil will be part of the new edition of MasterChef Italia starting on Thursday 15 December on Sky and streaming on NOW, thanks to Sky Brand Solutions, Sky Media department, together with Endemol Shine Italy.

The Classico extra virgin olive oil will be a very important ally for the aspiring chefs in the Masterclass, while in the external trials the two brigades will cook their menus with the skilful use of 100% Italian oil.

It is possible to follow MasterChef Italia, the Sky Original cooking show produced by Endemol Shine Italy, with the official hashtag #MasterChefIt on the social profiles Facebook, Twitter, Instagram, Youtube, TikTok and through the official website of MasterChef Italy.

MasterChef Italy is on air every Thursday from 15 December 2022 on Sky 1 and streaming on NOW, always available on demand and visible on Sky Go.

 www.filippoberio.it -  Olio Filippo Berio -  Filippo Berio Italia

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SALOV SpA was established in 1919 by Giovanni Silvestrini, a long-time business partner of Filippo Berio, the founder of the homonymous brand, and a group of entrepreneurs from Lucca. Quickly, the company became a reference point for Lucca in the world. Salov is based in Massarosa, in the province of Lucca, and is one of the largest oil companies with a consolidated net revenue of approximately 376 million euros and 120 million liters sold in 2021. Since 2015, it has been part of the Bright Food International Group.

The Salov Group has always been present in the Italian market with the historic Sagra brand and launched the Filippo Berio brand in Italy for the first time in 2019, a brand with over 150 years of history present all over the world and in leading position in the USA, UK, Russia, Belgium, Switzerland, and Hong Kong.

In Italy, Filippo Berio is present with a dedicated range, capable of responding to an increasingly demanding consumer in terms of quality and, above all, traceability and sustainability. Thanks to the Berio Method, each stage of the production process is traced and certified starting from the field and from the application of sustainable integrated production techniques.

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