



Filippo Berio Olive Oil protagonist on the counters of the aspiring chefs of MasterChef Italy

From 30 September Filippo Berio, official olive oil of the eleventh edition of MasterChef Italy, is back on TV8. With the 2 references, Classic and 100% Italian, it will be the special ingredient available to the twenty aspiring chefs to enhance the competing recipes

Milan, 26 September 2022 - Filippo Berio (premium brand of the Salov Group), reappears on TV for the first free-to-air viewing of the latest edition of MasterChef Italy - the culinary talent show most loved by the public - on air from 30 September at 9.15 pm on TV8.

Perseverance, passion and quality are the distinctive features of Filippo Berio extra virgin olive oil. A love born more than 150 years ago with the sole objective of guaranteeing an excellent product, which conveys quality in all its forms.

Every single bottle of extra virgin olive oil has a true story to tell. A story that comes from a method (Metodo Berio) controlled at every stage of processing and environmental sustainability along the entire supply chain. An excellence proven by the complete traceability system that allows you to find all the information relating to each individual bottle through the website **www.filippoerio.it**.

For Filippo Berio, quality is not a point of arrival, but a work philosophy that allows you to get the best out of their dedication and professionalism.

The aspiring chefs of the latest edition of MasterChef Italia, thanks to Sky Brand Solutions, the Sky Media department, together with Endemol Shine Italy, have the task of describing the characteristics of classic and 100% extra virgin olive oil through their Italian preparations.

In the 100% Italian extra virgin olive oil we find a strong aroma of green olives, a fruity and lively taste with a spicy and slightly bitter aftertaste. The classic extra virgin olive oil has a balanced taste, with a medium intensity fruitiness of ripe olives. Ideal for raw condiments.

Ufficio Stampa: Aida Partners

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MasterChef Italy 11 will be visible free-to-air on TV8 and in live streaming on Tv8.it from 30 September, every Friday at 21.15.

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

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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