



## **Filippo Berio protagonist at Sial in Paris with his history and his values [Booth 5A M 130]**

**Milan, 10 October 2022 – Filippo Berio, the flagship brand of the Salov Group, confirms its participation in Sial 2022 in Paris, one of the main international exhibitions dedicated to the food industry, scheduled from 15 to 19 October at Paris-Nord Villepinte.**

Inside the exhibition space of Consorzio Italia del Gusto (Stand 5A M 130) - the first private consortium of companies operating in the Italian food and wine sector - Filippo Berio will have its own dedicated stand to present his story and values to operators and buyers, also through key images, a path that leads from the origins of the brand to the key products in the portfolio, with particular attention to the latest product innovations.

In fact, the event will be an opportunity to present the latest innovation from Filippo Berio: Filippo Berio sauces, a range of four products (basil sauce, "arrabbiata" hot sauce, olive sauce and grilled vegetable sauce), made with 100% Italian tomato, Filippo Berio extra virgin olive oil and high quality ingredients, currently dedicated exclusively to foreign markets and representative of the Italian culinary tradition.

Near the stand, a restaurant will also be set up which will offer guests the special Sial 2022 menu, developed in collaboration with Chef Vivien Reimbelli, which includes different dishes, always made with products from member companies. Filippo Berio will embellish the chef's creations with some of his own oils, such as the Classic Extra Virgin, the Tuscan PGI and the Riserva Oro 100% Italian, and with two of the pestos from the range (Classico and Sun Dried Tomatoes).

"We are happy to continue the historic collaboration with the Consorzio Italia del Gusto and to return to participate in a major international fair such as the Sial in Paris which will see the presence of numerous operators and buyers in the sector, oriented towards discovering all the specialties of the food sector – declares Emanuele Siena Marketing Director of the Group – These appointments allow us not only to present the latest product innovations but also to tell the story of the brand at 360°. Filippo Berio is a historic brand that has stood out over the years for its constant attention to quality and innovation, elements that have allowed us to be present in 75 countries around the world".

**Ufficio Stampa: Aida Partners**

Barbara Fortunati – [barbara.fortunati@aidapartners.com](mailto:barbara.fortunati@aidapartners.com)

Giulia Sciartilli – [giulia.sciartilli@aidapartners.com](mailto:giulia.sciartilli@aidapartners.com)



 [www.filippoerio.it](http://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.

**Ufficio Stampa: Aida Partners**

Barbara Fortunati – [barbara.fortunati@aidapartners.com](mailto:barbara.fortunati@aidapartners.com)

Giulia Sciartilli – [giulia.sciartilli@aidapartners.com](mailto:giulia.sciartilli@aidapartners.com)