



Festival of High Oleic Sunflower Seed Oil and Frimax: fry with perfection, taste, lightness and sustainability choosing “the good of every day”

The range of Sagra seed oils, in R-PET bottles, consists of six different oils designed to meet every need and satisfy every wish in the kitchen. These include High Oleic Sunflower Seed Oil and Frimax: ideal for making light and appetizing fried food to be enjoyed in the evenings with friends.

Milan, 3 November 2022 – Sagra, the historic brand of the Salov Group, a protagonist on Italian tables since 1959, brings to your kitchen a range of top quality selected seed oils, perfect for making delicious recipes every day, with a light taste, with benefits of its vegetable fats and in respect of the Planet.

In fact, with its range of seed oils, Sagra demonstrates its daily attention to a more sustainable world. Present on the market in the 1lt and 2lt sizes, the line is made up of bottles with recycled plastic up to 50% and 100% recyclable: an important step to make a difference in reducing new plastic placed on the market.

This innovation makes Sagra commitment to reducing its environmental impact even more tangible, all while keeping faith with the promise made to consumers: the offer products for everyone, recognizable, versatile and balanced, perfect to accompany everyone's cuisine every day, as well as being reliable thanks to the high quality standard guaranteed by rigorous controls in the various stages of production.

High Oleic Sunflower Seed Oil and Frimax: allies for light frying

High oleic sunflower oil represents the perfect combination of high cooking performance and important nutritional aspects: it is in fact naturally rich in monounsaturated fatty acids (80% oleic acid) and Vitamin E, known for their antioxidant properties. Excellent for frying because compared to other seed oils, high oleic sunflower oil has a higher smoke point during cooking (225°C) and therefore greater stability, elements that guarantee better, crisper and dry frying.

Frimax, a skilful mix of sunflower seed oil and high oleic sunflower seed oil and without palm oil, is also ideal for frying, because it is particularly resistant to high temperatures allowing the preparation of a state-of-the-art fried dish.



The Sagra range is made up of four other different seed oils:

- Corn seeds
- Peanut seeds
- Sunflower seeds
- Grape seeds

The evergreen in the kitchen: Sagra's advice

On the website www.sagra.it and on the social channels you will find lots of hints, curiosities and useful ideas in the kitchen for a more sustainable lifestyle. There are also many recipes to unleash your creativity: from those based on empty fridges or zero waste and "save the dinner". These fantastic recipes will allow you to bring to the table good, simple but highly effective dishes contributing to the well-being of the Planet and... of your wallet.



Sagra High Oleic

Size: 1lt



Sagra Frimax

Size: 1, 2lt

 www.sagra.it -  [Olio sagra](#) -  [@oliosagra](#)
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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.