



**SALOV GROUP AT TUTTOFOOD 2023:
A TALE OF EXCELLENCE, INNOVATION AND SUSTAINABILITY THROUGH ITS
BRANDS SAGRA AND FILIPPO BERIO
[May 8-11 - Hall 7, Stand H25 - K32]**

Milan, 02 May 2023 – Salov S.p.A., an industrial group among the main global players in the edible oil sector, will participate in the TUTTOFOOD 2023 edition, the B2B event that has become a point of reference in Italy and Europe for producers and distributors of quality products from the food and beverage supply chain scheduled from 8 to 11 May at Fiera Milano (Rho).

Salov will be present with the two brands of the Group, Sagra and Filippo Berio, with its own stand in Hall 7 - Stand H25 - K32, within the space of Italia Del Gusto - a consortium formed by important Italian companies with high quality products in the national food scene.

The important Milanese showcase, in addition to introducing the complete lines of the two brands dedicated to retail and catering to visitors, operators and buyers in the sector, will also be an opportunity to underline the values of quality, innovation and sustainability, the founding pillars of the Group told through its brands Sagra and Filippo Berio

Filippo Berio and Sagra: sustainability as a concrete commitment, also tangible in the product

Filippo Berio - Salov's premium brand - will be present with his specific offer for the Italian and foreign markets. For the Italian line dedicated to retail, the Filippo Berio Extra Virgin Olive Oil references will be exhibited and told: Classic, 100% Italian, 100% Italian Organic Gold Reserve and Low Acidity. The retail range will be joined by the Professional line declined for catering.

The peculiarity that distinguishes the Filippo Berio project dedicated to the Italian market is the Berio Method: the path of quality and guarantee traced and certified from the field to the bottle with more restrictive parameters than required by the regulations, which selects only the best and healthy olives, harvested at the right degree of ripeness and rigorously cold pressed, coming from eco-sustainable crops, because they are based on the principles of integrated agriculture.

The method is controlled at every stage and certified by SGS, an independent and



authoritative external body, which guarantees not only the qualitative characteristics of the product, but also environmental sustainability along the entire supply chain.

Sagra, the historic brand present on the Italian market, also confirms its commitment to sustainability by presenting the new r-PET bottles made with 100% recycled and 100% recyclable plastic for its range of seed oils. A further step that makes Sagra's commitment to reducing its environmental impact ever more tangible, all while keeping faith with the promise made to consumers: the offer of products for everyone, recognizable, versatile and balanced, perfect to accompany the kitchen everyday, as well as reliable thanks to the high quality standard guaranteed by rigorous controls in the various stages of production.

The range of Sagra seed oils consists of six different oils, in different formats, designed to meet every need and satisfy every whim of those in the kitchen: Corn seeds, Peanut seeds, Sunflower seeds, Grape seeds, High Oleic Sunflower Seeds and Frimax.

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.