



Salov and the sensory qualities of Filippo Berio extra virgin olive oil protagonists at the Olive Oil Awards 2023 in Zurich

- **Bronze medal for Filippo Berio Extra Virgin 100% Italian Reserve Gold**
- **2023 Oil Consumer Award for Filippo Berio Classic Extra Virgin**

Milan, 17 May 2023 - Salov S.p.A, an industrial group among the main global players in the oil sector, and the extra virgin olive oils of the historic Filippo Berio brand, win the Olive Oil Awards 2023 of the University of Applied Sciences - Institute for Food and Beverage Innovation ZHAW in Zurich, two awards of absolute prestige.

The authoritative juries of professional oil tasters who every year evaluate the organoleptic qualities of the EVO oils presented in the competition by the major world producers, in fact, have awarded the bronze medal to the **Filippo Berio Extra Virgin 100% Italian Riserva Oro*** reference in the contest regulated by the experts of the Swiss Oil Panel (SOP). Furthermore, the 2023 Olio Award was assigned to **Filippo Berio Extra Virgin Classico**** through the consumers judgment.

In the tasting sessions of the two panels, the Filippo Berio extra virgin olive oils entered in the competition obtained very high evaluations for their organoleptic balance, i.e. the optimal balance of scents (fruity) and flavors (bitter, spicy, herbaceous, etc.) which describe and identify the "personality" of each olive oil.

THE HARMONY IN EXTRA VIRGIN OLIVE OIL

The 2023 Oil Award to Filippo Berio Extra Virgin Classico is the result that Salov is most proud of because it was achieved by the only blend present in the competition. In order to maintain the highest quality standards, Salov constantly carries out in-depth studies on the organoleptic properties of oils in general and of its own oils in particular, focusing on the aromas and nuances of taste that an agricultural product can offer based on the cultivars, origins, collection campaigns, seeking comparisons and exchanges even outside. Hence the collaboration project launched in 2019 with the University of Applied Sciences - Institute for Food and Beverage Innovation ZHAW in Zurich, the result of which was precisely the creation of Filippo Berio Extra Virgin Classico, a blend of extra virgin olive oils olive produced specifically for the Swiss market and to meet the tastes of Swiss consumers.



The project focused on the study of a specific characteristic of oil: harmony, i.e. the degree of balance between the intensity of the various positive notes present in an oil. The creation of Filippo Berio Extra Virgin Classico represents the first result achieved by the project, but continuous research activities are underway focused on the harmony of all the extra virgin olive oils of Salov. Furthermore, the goal pursued by Salov and ZHAW is to promote an ever greater culture and knowledge of olive oil among consumers.

For the company based in Massarosa (LU), these are two further international awards that reward its centuries-old expertise in the selection and processing of the best extra virgin olive oil but also the constant commitment to updating production processes to guarantee the excellence of the product and confirm the coat of arms of the Filippo Berio and Sagra brands.

*Production batch that participated in the competition:

Filippo Berio Reserve Gold - 09E016U

**Production batch that participated in the competition:

Filippo Berio Classic - LE012U

The Salov Group was born in 1919 from the merger of several companies that since the mid-nineteenth century were involved in the production and distribution of high quality edible oils. Salov is based in Massarosa, in the province of Lucca, in Tuscany, and is among the largest companies in the oil sector with a consolidated net turnover in 2022 of approximately 491 million euros and 120 million liters sold.

With the traditional Filippo Berio brand, the Salov Group is distributed throughout the world, with leadership positions in countries such as Switzerland, the United States, Great Britain, Russia and Belgium. With his brand, Filippo Berio offers high quality olive oil to a constantly growing number of demanding consumers.