



The sustainable quality of SALOV takes center stage at CIBUS 2024 [May 7th-10th, 2024 - Fiere di Parma, Pavilion 5 - Stand L028] Salov will bring many innovations to Cibus designed to meet consumer needs. The new 500ml format completes the range of Filippo Berio extra virgin olive oils. For the Sagra line in 100% R-Pet, the new 2-liter bottle with a renewed and recognizable shelf shape will be presented. On May 8th, there will be an appointment at the stand with the winner of MasterChef Italy, Eleonora Riso, to taste an aperitif.

Milan, May 3rd, 2024 – SALOV S.p.A., an industrial group among the leading global players in the olive oil sector, confirms its participation in the 2024 edition of Cibus, the international Italian agri-food exhibition scheduled from May 7th to 10th at Fiere di Parma. SALOV, an Italian excellence that shares with Cibus the established vocation for internationality, will be present at the Parma event with its historic brands Filippo Berio and Sagra in the exhibition space (Stand L028) set up in Pavilion 5. Even before being an opportunity to showcase the complete Filippo Berio and Sagra lines for Retail and Catering channels to the qualified audience of visitors, operators, and buyers, the Cibus 2024 showcase represents for SALOV the opportunity to communicate the distinctive values of quality, expertise, innovation, and sustainability on which the Group is founded, faithfully reflected in the characteristics of the products.

Filippo Berio and Sagra: new formats to complement the range to meet the new needs of consumers

SALOV brings to Cibus the range of extra virgin olive oils and olive oil under the Filippo Berio brand, articulated in the Classic, 100% Italian, and Oliva references. The line, available in supermarkets in 1-liter and 750ml bottles, is now complete with the introduction of the new 500ml format to meet consumer needs. The retail range is also accompanied by the Professional line tailored for the HoReCa world with practical and elegant bottles of Extra Virgin Classic and 100% Italian Olive Oil and the special Modena balsamic vinegar. The HoReCa range consists of 500ml and 250ml formats with a special anti-refill cap, ensuring safety and quality.

The peculiarity that characterizes the Filippo Berio project for the Italian market is the application of the Berio Method to extra virgin olive oils, a path of sustainable quality traced and certified from the field to the bottled product to ensure compliance with more stringent chemical-physical and organoleptic parameters than those provided for by current national and European regulations.



A rigorous supply chain protocol ensures that only the best and healthiest olives, from sustainable cultivations based on integrated agriculture practices, harvested at the right degree of ripeness, and strictly cold-pressed, give Filippo Berio EVO oils the distinctive features of authentic superior quality.

The full compliance with the Berio Method is certified by SGS, an authoritative third party that guarantees not only the qualitative characteristics of the final product but also the environmental sustainability along the entire supply chain.

Also, there will be the new range of Sauces under the Filippo Berio brand dedicated to foreign markets: a series of natural recipes, without added sugar, with 100% Italian tomatoes and enriched with Filippo Berio Extra Virgin Olive Oil.

Similarly, the space reserved in the stand for the Sagra offering, a historic brand that has made Italian olive and seed oils familiar to Italians with consistently guaranteed quality by modern production standards, effectively conveys SALOV's commitment to sustainability.

The Group presents the Sagra seed range in new r-PET bottles made from 100% recycled plastic and 100% recyclable. This is another step aimed at making Sagra's effort to reduce environmental impact more tangible while remaining faithful to the promise made to consumers: products accessible to everyone, recognizable, versatile, and balanced, perfect for everyday cooking, as well as reliable thanks to rigorous checks at all stages of the production cycle.

The Sagra seed range consists of 6 different oils, offered in various formats designed to meet every need: Corn Oil, Peanut Oil, Sunflower Oil, Grape Seed Oil, High Oleic Sunflower Oil, and Frimax, specifically for frying.

Sagra will present at Cibus the new 2-liter bottle for the seed range with a renewed shape, designed with a more ergonomic, elegant, and functional form for greater impact on the shelf.

The appointment at the SALOV stand On Wednesday, **May 8th, at 12:30 pm at the SALOV stand, a special guest will delight guests with an aperitif: Eleonora Riso, the winner of the 14th edition of MasterChef Italy**, will create culinary creations enhanced by Filippo Berio extra virgin olive oils.



SALOV SpA was founded in 1919 by Giovanni Silvestrini, a historic business partner of Filippo Berio, the founder of the eponymous brand, and a group of entrepreneurs from Lucca. The company quickly became a reference point for the Lucchesia region worldwide. Salov is headquartered in Massarosa, in the province of Lucca, and is one of the largest companies in the olive oil sector, with a consolidated net turnover of approximately 491 million euros and 120 million liters sold in 2022. Since 2015, it has been part of the international Bright Food 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 at the end of 2019. Filippo Berio, with over 150 years of history, is a leading brand in the USA and UK, as well as in Belgium, Switzerland, and Hong Kong.

In Italy, Filippo Berio is present with a dedicated range capable of meeting the increasingly demanding consumer in terms of quality and, above all, traceability and sustainability. Thanks to the Berio Method, indeed, every phase of the production process is traced and certified from the field and the application of sustainable techniques of integrated production.