



## **Filippo Berio Oil is featured in the new season of MasterChef Italia**

Milan, December 10, 2024 – Once again this year, thanks to Sky Brand Solutions, a division of Sky Media, in collaboration with Endemol Shine Italy, Filippo Berio oil will be part of the new season of *MasterChef Italia*, airing Thursday, December 12, in prime time on Sky Uno and streaming on NOW.

Accompanying the aspiring chefs in this Sky Original show produced by Endemol Shine Italy will be two extra virgin olive oils from Filippo Berio: the 100% Italian, a key ingredient in the Masterclass, and the Classic oil used in the External Challenges when the two teams compete to create their menus.

Since 1867, the passion, dedication, and quality of Filippo Berio Oil have distinguished it, values that have led it to be immediately recognized as a product of excellence, telling the story of quality in all its forms.

The production of Filippo Berio-branded oils is controlled throughout the entire supply chain thanks to the Berio Method, a process that guarantees high-quality products while making extra virgin olive oil sustainable, traceable, and certified at every stage, from the field to the bottle.

You can follow *MasterChef Italia*, the Sky Original cooking show produced by Endemol Shine Italy, using the official hashtag #MasterChefIt on Facebook, X, Instagram, YouTube, TikTok, and on the official *MasterChef Italia* website.

*MasterChef Italia* premieres Thursday, December 12, at 9:15 PM exclusively on Sky Uno and streaming only on NOW, available on demand and accessible via Sky Go.

 [www.filippoerio.it](http://www.filippoerio.it) -  Olio Filippo Berio -  Filippo Berio Italia

SALOV SpA was founded in 1919 by Giovanni Silvestrini, a longtime business partner of Filippo Berio, the founder of the eponymous brand, along with a group of entrepreneurs from Lucca. The company quickly became a key reference point for the Lucca region on the global stage. 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 revenue of approximately 518 million euros and 105 million liters sold in 2023. 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 is a brand with over 150 years of history, present worldwide and holding leadership positions in the USA and UK, as well as in Belgium, Switzerland, and Hong Kong.

In Italy, Filippo Berio offers a dedicated range designed to meet the increasingly demanding consumer in terms of quality, traceability, and sustainability. Thanks to the Berio Method, every phase of the production process is tracked and certified, starting from the field and applying sustainable integrated production techniques.

### **Ufficio Stampa: Aida Partners**

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