



New from Filippo Berio: 1-Litre Olive Oil Tin — A True "Return to Origins"

For olive oil enthusiasts, Filippo Berio's latest innovation is a practical and elegant alternative that blends quality, design, and heritage.

Milan, May 29, 2025 – Filippo Berio – the premium brand of the Salov Group with over 150 years of history – pays tribute to its roots and founder with the launch of the new Filippo Berio Olive Oil in a 1-litre tin.

Filippo Berio originally began marketing his olive oil in the U.S. using tin containers, quickly establishing his product as a benchmark for quality. The brand gained popularity not only among Italian immigrants but also with American consumers.

Today, the tin brings a stylish touch to the kitchen with its vintage yet modern design. It's also lightweight, easy to reseal, and offers optimal protection for the oil's quality by shielding it from light exposure.

The new **Filippo Berio Olive Oil 1-Litre Tin** is now available at a suggested retail price of €7.99 per unit.

SALOV S.p.A. was founded in 1919 by Giovanni Silvestrini, a long-time business partner of Filippo Berio – founder of the namesake brand – together with a group of entrepreneurs from Lucca. The company quickly became a point of reference for the Lucca region on the international stage.

Headquartered in Massarosa (Lucca), SALOV is one of the largest companies in the olive oil sector, with consolidated net revenues of approximately €518 million in 2023 and sales volumes reaching 105 million litres. Since 2015, it has been part of the international Bright Food Group.

The SALOV Group has always had a strong presence in the Italian market through its historic **Sagra** brand. At the end of 2019, it introduced the **Filippo Berio** brand to Italy for the first time—an internationally renowned name with over 150 years of history and market leadership in the USA and UK, as well as in Belgium, Switzerland, and Hong Kong.

In Italy, Filippo Berio offers a dedicated product range designed to meet the needs of increasingly demanding consumers—especially in terms of quality, traceability, and sustainability. Thanks to the **Berio Method**, every stage of the production process is fully traced and certified, starting from the field and incorporating sustainable techniques through integrated production systems.

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