



## New – Filippo Berio “For Delicate Recipes”: The Extra Virgin Olive Oil Designed to Enhance the Most Refined Dishes of Tradition

*The latest addition to the Filippo Berio EVO range is also produced following the **Berio Method**—SGS-certified and fully traceable via [www.filippoerio.it](http://www.filippoerio.it). This new product stands out for its absence of bold, pungent notes, making it the perfect choice for light, refined preparations.*

**Milan, June 11, 2025** – Filippo Berio – the premium brand of the Salov Group with over 150 years of history – introduces **Filippo Berio Extra Virgin Olive Oil "For Delicate Recipes"**, created to meet the needs of culinary enthusiasts who prefer a milder sensory profile compared to the more bitter and peppery character of traditional extra virgin olive oils.

This new product is defined by the aroma of ripe olives and a smooth, well-balanced flavor, enriched with subtle green and fresh grass notes. These characteristics make it ideal for dressing salads and gourmet dishes, or for consumers who appreciate more delicate flavors.

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### The Berio Method: A Certified, Sustainable, and Fully Traceable Quality Journey

All Filippo Berio Extra Virgin Olive Oils are crafted using the **Berio Method**—a rigorous quality and assurance process that goes beyond regulatory requirements. It involves the careful selection of only the finest, healthiest olives, harvested at the right level of ripeness and cold-pressed from sustainable, integrated farming systems.

The application of the Berio Method is monitored at every stage and validated by **SGS**, a world leader in verification, analysis, and certification services. SGS ensures not only the product's quality standards but also its environmental sustainability across the entire supply chain.

Filippo Berio oils feature a **comprehensive and transparent traceability system**. By entering the production batch code at [www.filippoerio.it](http://www.filippoerio.it), consumers can access detailed information, including: production date, predominant olive cultivars used, origin of the olives, location of milling, as well as the organoleptic and sensory profile. This includes analytical data for each bottle, with a comparison against legal quality parameters.

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### The Filippo Berio Extra Virgin Olive Oil Range

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The Filippo Berio EVO line includes two other top-quality variants:

- **Classico** – suitable for all dishes
- **100% Italian Organic** – well-balanced, ideal for finishing dishes and for those who enjoy bold flavors

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### Available Formats and Recommended Retail Prices

Filippo Berio EVO “For Delicate Recipes” is available in the following formats:

- 1L – RRP: €8.99
- 750ml – RRP: €6.99

**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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