



M E D E A
FLAVORS OF THE MEDITERRANEAN LANDS

**MEDEA, WHERE THE MAJESTY
OF ETNA AND THE SWEETNESS
OF SICILIAN FLOWERS COME
TOGETHER IN A PRECIOUS NECTAR.**

It is the flavor of diversity that unites,
is the strong character of the hinterland
and the delicate scent of nature.



Salvo Lo Castro Chef

MEDEA BRAND AMBASSADOR USA



**PROMOTING TOP-NOTCH
ITALIAN PRODUCTS
IN THE WORLD**

MY COOKING PHILOSOPHY

In my recipes, I aim to celebrate the rich gastronomic history of Italy. The key characteristic of Italian cuisine is its simplicity combined with the highest quality of raw ingredients. Tradition evolves through continuous exploration of products and cooking techniques, enriched by culinary influences from other countries.

MICHELIN-STARRED DISHES

Throughout my career, I've had the privilege of working in numerous restaurants awarded the prestigious Michelin star. However, the most gratifying achievement came when, as an Executive Chef in one of these establishments, I earned a Michelin star for my dishes.

I believe a talented chef should master every type of ingredient because each product carries its own unique story, utility, and secret. That's why I've chosen Medea Flavors honey, an ingredient with millennia-old roots, used throughout history. I use it with versatility, both in sweet and savory preparations, leveraging its potential to enhance pairings.

WHY MEDEA?

As a chef, my commitment and duty are to promote top-notch products in a country undergoing constant gastronomic evolution. Therefore, I am proud to serve as the Brand Ambassador for Medea Flavors honey—a 100% Sicilian honey, entirely sourced along the slopes of Mount Etna.

AN ODE TO SICILY

Medea is an ode to Sicily and its nature.



With its artisanal products obtained on the slopes of Etna, Medea captures the essence of this region. Each type of honey is the reflection of the bond between the earth and the bees.

Through Medea, we transmit love for nature and passion for Sicily, inviting everyone to a sensory journey in its uniqueness.



100% NATURAL
100% SICILIAN





*Medea honey is the "heavenly dew" of Aristotle,
the "saliva of the stars" of Pliny,
the "gift of the gods to men" of Virgil.*



Medea honey is a product of Etna. Raw, which is not subjected to industrial processing.

It is offered as nature gives it.





Inspired by the Sicilian nature contained in every Medea product, the chefs are dedicated to creating unique dishes.



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 Medea Flavors

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