



PALA



TOLAINI

PALA WINERY SELLS TO TOLAINI,
A CHANGE IN OWNERSHIP FOR THE HISTORIC WINERY
IN SERDIANA, SARDINIA (ITALY)

Mario Pala and family have concluded the sale of Pala winery to the Tolaini winery in Castelnovo Berardenga (Siena), owned by Lia Tolaini.

October 17, 2024. Today, Thursday October 17, the Pala family, owners of one of the leading wineries in Sardinia, officially finalized the sale of their cantina and vineyards - mainly located in the Serdiana area of southern Sardinia – to the Tolaini family in Castelnovo Berardenga, in the province of Siena. The agreement also includes the sale of Mora & Memo, a label started by Elisabetta Pala in 2011.

“The decision to sell was in full agreement with my wife and children,” commented Mario Pala, head of the winery, “we are proud to know that Pala will continue to represent Sardinian excellence in the wine industry and continue the growth it deserves. We have been collaborating with Lia for over 20 years as she imports our wines in the North American market as the owner of Banville Wine Merchants. She knows Pala very well, and we sincerely appreciate the commitment and love she has always shown for Pala and for Sardinia. We are certain that, under her guidance, the winery will continue to flourish and will reach new and ambitious objectives.”

Lia Tolaini expressed her enthusiasm for the acquisition: “It is an honor to carry on the legacy of the Pala family. Mario worked very hard for a lifetime to transform the winery that was founded by his father into one of the most respected and innovative in Sardinia today, with great attention to quality and always staying true to its roots — values which I respect and intend to carry on.”

The new ownership will be supported by the winery's long-standing staff, including Fabio Angius, who will be the CEO and will continue to be responsible for sales and marketing across both national and international markets.

"Our plan," continued Lia Tolaini, "is to make several investments in the vineyards and the winery right away, allowing us to focus on the quality of the wines. We want to guarantee a strategic development of the brand and create value not only for the local community but also for the economy of the island."

To download photos of Mario Pala e Lia Tolaini <https://shorturl.at/gHSTI>

MEDIA INFO

Tolaini

In 1998 Pier Luigi returned to his native land of Italy to realize his lifelong dream of making exceptional Tuscan wines. He purchased three vineyards - Vallenuova, Montebello, and San Giovanni - in the prestigious Castelnuovo Berardenga region of Chianti Classico. For 22 years, Pier Luigi passionately crafted top-notch Tuscan wines with his daughter Lia. Today, alongside her three children – Alex, Ali and Matteo – Lia continues Tolaini's enduring legacy. In 2023, the estate received organic certification and operates today with a net-zero carbon footprint, underscoring the Tolaini family's deep commitment to sustainability and responsible land stewardship. www.tolaini.it

Pala

The Pala family's passion for winemaking began in the early 1900s with Battistino Pala, born in 1873. It was his son Salvatore who, in 1950, founded the Pala winery in Sordiana, a few miles from Cagliari. In 1974 Salvatore relocated to the town center in a larger space using the traditional structure of a typical Campidano house: a courtyard bordered by high perimeter walls, and a main building constructed of wood and roof tiles. In the decade from 1980 to 1990, his son Mario began to restore the vineyards, and studied how to increase quality of the grapes and ultimately the quality of production. In addition to Nuragus and Monica, he planted Vermentino and Bovale grapes as well as Cannonau. The wines have all received many awards both nationally and on the international stage. The journey of the Pala winery towards quality production has been unflinching. www.pala.it

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