



FOR IMMEDIATE RELEASE

Pala Winery in Serdiana, Sardinia, Italy announces the appointment of Alessandro Pedini as General Manager and Giandomenico Zedde as Director of Sales.

Serdiana, Sardinia – October 6th, 2025 - Owner Lia Tolaini-Banville believes in building an experienced team of managers who are passionate about the potential of Pala.

"I am very proud to have Alessandro and Giandomenico join the team. They share our beliefs and align perfectly with our overall vision to focus on the highest quality, most authentic wines possible, made from indigenous varietals that deeply reflect the terroir of Serdiana." said Lia Tolaini-Banville.

Pala winery has placed vineyard stewardship at the core of its philosophy. Several hectares are being replanted, while twenty hectares of old vines – including part of the historic Is Crabilis vineyard – are undergoing revitalization as part of the winery's dedication to producing high quality wines. Nuragus and Monica, two autochthonous varietals, will become a focus for Pala.

Giandomenico Zedde, born in Sardinia in 1968, holds an Economics and Finance degree from the University of Siena. After working as an operations manager for a wine distributor, Giandomenico then became the Sales Director for a London wine importer until 2003, when he returned to Italy and continued to advance his career in the wine industry, notably with Badia di Coltibuono. Since 2012, he has driven growth at Cantine Surrau in Arzachena Sardegna, successfully boosting its presence both nationally and internationally.

Alessandro Pedini is passionate about viticulture, enology, and gastronomy, and early on focused his career on wine as a business. He brings a decade of experience in logistics management with emphasis on wine sales while also promoting the land of Sardegna. At Surrau S.A., he coordinated the national sales network and was responsible for their sales and marketing strategies.



For more information or interview opportunities, please contact:

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Pala: Our Story

Pala winery, founded in Serdiana in 1950, evolved during the 1980s and 1990s into a modern and highly respected Sardinian producer. On October 17, 2024, the winery and its vineyards were acquired by the Tolaini family, owners of the Tolaini estate in Castelnuovo Berardenga, Siena. Lia Tolaini-Banville and her children Alessandro, Alicia, and Matteo, collaborate with the Pala team to uphold the winery's philosophy: preserving the classic varieties—Vermentino and Cannonau—as the foundation of Pala, while bringing renewed focus to the lesser-known Sardinian indigenous varieties such as Nuragus, Monica, and Bovale. The direction for Pala remains firmly anchored in the island's enological traditions, with a professional team who are all also Sardinian – further mirroring the commitment to authenticity at the heart of Pala's philosophy.