

Where Heritage Becomes Vision

An Interview with Diva Moretti Polegato, Co-Owner and Export Area Manager, U.K., U.S. and Mexico, Villa Sandi

EDITORS' NOTE *Diva Moretti Polegato was born into a family with a distinguished legacy in wine-making. The family estate, Villa Sandi – nestled in the heart of the Prosecco region – is recognized as a leading producer, reaching approximately 130 countries worldwide. This deep-rooted commitment to territorial identity is also reflected in Borgo Conventi, the family's winery located in the esteemed Collio area, one of Italy's most prestigious wine-growing regions. Raised among vineyards and the enchanting landscape of the Prosecco hills, Polegato developed a profound appreciation for her heritage. At the same time, she cultivated a strong international perspective. She pursued her studies in London, earning a degree in Political Science, obtaining her knowledge through advanced wine culture and wine business courses. Today, she serves as Export Area Manager for the U.K., the United States, and Mexico. In this role, she represents and conveys the values of a family-owned winery – honoring the deep connection to the land while elevating and strengthening the company's image as a premium producer. The Moretti Polegato family philosophy is firmly grounded in quality, stewardship, sustainability and a strong sense of tradition. Beyond the wine sector, Polegato is deeply committed to philanthropy. She founded Strawberry Fields Onlus, a nonprofit organization dedicated to supporting children, women and men in Ethiopia, reflecting her enduring dedication to humanitarian work.*



Diva Moretti Polegato

degree in political science, obtaining the Sommelier Diploma, completing WSET Level 2, and continuously expanding my knowledge through advanced wine culture and wine business courses. My professional journey began as a Brand Ambassador, traveling all over the world to attend events promoting our wines and our winery, which gave me the opportunity to explore the various perspectives and attitudes toward wine across different countries.

As I got more acquainted and confident, I started approaching sales and today I work as Export Manager for the U.K., the United States, and Mexico. In this role, I represent and convey the values of a family-owned winery – honoring the deep connection to the land while elevating and strengthening the company's image as a premium producer.

Besides this sales-focused commitment, I continue to attend major exhibitions and events, representing the winery and its values. Villa Sandi, the winery, represents the same values as a family: tradition, heritage, a sense

WINERY BRIEF *Villa Sandi (villasandi.it) is a successful example of that special bond that exists between art and viticulture that has characterized the Venetian scenery in the past. It is located between the DOCG area of Prosecco of Valdobbiadene and the DOC area of the Montello and Colli Asolani wines. The Villa is a Palladian-style masterpiece dating back to 1622. Its wines are expressions of the area between Veneto and Friuli Venezia Giulia.*

Will you discuss your career journey?

I was raised in the enchanting landscape of the Prosecco hills and I developed a profound appreciation for my heritage. At the same time, I cultivated a strong international perspective. I pursued my studies in London, earning a



Villa Sandi in Northern Italy dates back to 1622



Villa Sandi Asolo Prosecco Superiore

of responsibility, and deep bonds with the land where it has been located for generations.

Will you highlight the history of Villa Sandi?

My family’s winemaking tradition has been passed down from father to children for generations. My father, representing the third generation, has carried this heritage forward with vision and foresight, transforming Villa Sandi into an internationally recognized winery while remaining firmly rooted in its origins. Today, he manages the company with the support of the entire family – my mother, my brother, and myself – each of us contributing to the life and direction of the winery. Located in one of the most renowned wine regions in the world, the Prosecco area, Villa Sandi has played a significant role in the international success of Prosecco over the past decades. We were pioneers in exporting Prosecco, initially to neighboring countries such as Germany, Austria, and Switzerland, and later expanding across Europe, to the United States, and worldwide. The heart and symbol of the winery is a Palladian villa dating back to 1622. This historic estate embodies the union of art and agriculture that defined the Venetian countryside for centuries – an area once known as the “Garden of Venice.” Between the 14th and 17th centuries, Venetian aristocrats built magnificent villas in the countryside, which served both as summer residences and as centers for managing vast agricultural estates. These villas were also cultural hubs, hosting artistic circles and social gatherings. Villa Sandi reinterprets this

ancient role in a modern context. Revived by my family, it stands today not only as a center of excellence in wine production, but also as a cultural landmark within the world of wine, hosting seminars, cultural initiatives, and charitable events.

Will you provide an overview of Villa Sandi’s offerings?

Villa Sandi Estates are located in the entire Prosecco area, from the wider DOC area to the Asolo DOCG gentle hillsides to the Conegliano-Valdobbiadene DOCG steep slopes to the special cru of Cartizze in Valdobbiadene. With estates extending across all three appellations, Villa Sandi expresses and conveys the distinctive nuances and character of each terroir – lively, silky-textured sparkling wines, fresh and elegant, with floral and fruity notes that unfold into aromas reminiscent of springtime.

Viticulture is an ancient art in the hilly Asolo and Valdobbiadene DOCG areas where steep hillsides alternate with more gentle slopes. Here, passion for vine growing has resulted in even the most inaccessible parts being cultivated. The vineyards are cared for like gardens, with work done by hand repeating timeless gestures. The hills of Valdobbiadene and Conegliano have been proclaimed UNESCO World Heritage Sites because of the special interaction between man and environment and the work in harmony with nature. Our family has long been part of this legacy and my father has been a leading light in creating and promoting the reputation of Prosecco, both as a wine and an area of production while also keeping a commitment to quality, tradition and the environment.

The top cru of the area is produced from the Cartizze hill and Villa Sandi with its Cartizze “La Rivetta” can boast a very special version. Awarded with Tre Bicchieri Gambero Rosso, it has been selected as Grand Cru d’Italia, as the best expression of the typical features of the cru of Valdobbiadene Superiore di Cartizze. The unique synergy of vine, soil, microclimate, and expertise has turned into a charming harmony of soft creaminess and lively freshness. The spirit and the story of an extraordinary land – loved and cared for – are enclosed in the lively bubbles of Valdobbiadene Superiore di Cartizze La Rivetta Villa Sandi.

In addition to this, my family acquired Borgo Conventi in 2019, driven by a shared belief in the extraordinary potential of the Collio region. It’s a winery with a deep territorial identity, located in one of the most prestigious production areas in Italy. The respect of an appellation’s identity and the preservation of a grape variety’s typical characteristics are the pillars of our work. Borgo Conventi’s philosophy is in its wines with a marked territorial and varietal identity, seeking for elegance and balance of structure and pleasantness. Each bottle tells a story of high quality, tradition and passion. The wine selection includes Collio DOC white wines such as Sauvignon, Friulano, and Pinot Grigio, up to the prestigious cru “Luna di Ponca” Collio Bianco DOC, awarded Tre Bicchieri by Gambero Rosso.

How critical is sustainability to Villa Sandi?

Sustainability is a core value at Villa Sandi and runs through every aspect of our business. We actively encourage biodiversity by preserving woodland areas and hedgerows and by adopting vineyard practices that support wildlife habitats. The winery uses renewable energy sources, including hydroelectric power and solar panels, which contribute significantly to our energy needs. We also implement strict protocols to ensure responsible water use and to limit CO² emissions.

Both Villa Sandi and Borgo Conventi estates are certified “Biodiversity Friend,” reflecting our long-standing commitment to environmental balance. For us, the presence of wildlife is the clearest indicator of a healthy ecosystem. Giving back to the land and to the local community is an essential part of our philosophy. These efforts are brought together under the “Villa Sandi for Life” project, which integrates environmental responsibility with social commitment.

What has made the wine industry so special for you?

I think it’s because I have felt the winery as an extension of the family, of home. My parents have always involved us in the life of the company, from visiting the office and the cellar to exploring the vineyards together. Family and commitment to work being close to each other, I have ended up feeling that the wine industry is something familiar.

You commit your time and energy to philanthropic work with Strawberry Fields Onlus. Will you discuss this effort?

I co-founded Strawberry Fields Onlus, an organization established with the objective of supporting access to education and improving basic living conditions for children and families in Ethiopia. From its inception, the association has focused on creating structured, long-term projects that respond to concrete needs identified directly within local communities. Our work is grounded in the belief that education is a fundamental right and a key driver of sustainable development. Alongside educational initiatives, Strawberry Fields’ commitment involves the construction and support of schools and rehabilitation centers designed to provide children with access to education, care, and opportunities for personal development. These projects aim not only to address immediate needs, but also to create sustainable infrastructures that can serve communities over time.

What are your priorities for Villa Sandi as you look to the future?

Looking ahead, our priority is to continue enhancing the quality and identity of our wines while remaining deeply connected to our territories. Sustainability will remain central to our vision, from vineyard management to production, with a strong focus on biodiversity and reducing environmental impact. At the same time, we aim to further strengthen our international presence and engage new generations of consumers – always staying true to the values that define Villa Sandi: family, heritage, responsibility, and respect for the land. ●