

# Flavio Geretto: “Identity is built between business, culture, and authenticity”

scritto da Emanuele Fiorio | 26 Giugno 2025



*Flavio Geretto, Commercial Director of Villa Sandi, outlines the company's evolving international strategy. From a selective UK market to innovations like canned wine and artistic partnerships, Villa Sandi embraces a balanced model of business, culture, and authenticity. With emerging markets in sight, the company strengthens its identity across both traditional and new channels.*

In a constantly evolving industry, Flavio Geretto, Commercial Director at [Villa Sandi](#), explains how the company approaches major international fairs with a strategic and flexible mindset, treating each event as an opportunity to build meaningful relationships. **2025 marks a paradigm shift: fewer**

visitors, but more qualified, business-oriented interlocutors.

Alongside trade show participation, Villa Sandi strengthens its identity through cultural projects and prestigious partnerships, showing how wine and art can share a common vision. The UK remains a top-priority market, supported by multichannel strategies, premium positioning, and innovations such as canned wines.

**How are the main European wine fairs (Wine Paris, ProWein, and Vinitaly) evolving? Have you noticed substantial differences in organization and visitor quality during these three events in 2025?**

In recent years, European wine fairs have clearly differentiated, and 2025 confirmed this trend. Wine Paris is increasingly dynamic and international, focused on Francophone and Northern European markets. ProWein remains a global business hub, well-structured and solidly organized. Vinitaly continues to be vital for networking with both Italian and international operators, with growing interest from Asia and the U.S.

Visitor quality in 2025 was generally higher: fewer attendees, but much more prepared, concrete, and focused contacts. A real added value for those aiming to build strong and long-term relationships.

**Attending fairs is never simple and requires major groundwork. Do you plan tailored strategies or follow a standard**

## **model?**

We have a consolidated operational model that ensures efficiency and consistency, but we avoid a rigid approach. Each fair is unique and needs an ad hoc strategy: we analyze targets, schedule meetings in advance, and tailor our presentations based on the market.

Our export teams play a crucial role in ensuring an integrated approach, and we always leave room for flexibility – often, the most interesting opportunities emerge outside the set agenda.

## **In an increasingly digitalized wine sector, what are the strengths and weaknesses of current fair formats?**

Digital tools offer major advantages in organizing meetings and managing relations. But our sector remains deeply experiential: wine speaks through taste, aroma, and the emotion of the territory.

Fairs are integrating digital tools to enhance the experience, but true synergy between online and offline is still lacking. The future of trade fairs lies in blending business with emotion, with increasingly engaging content both during and after the event.

## **Villa Sandi has a strong connection with art and culture. What does this mean and what value does it hold for your company?**

For us, art represents a parallel form of communication to wine. We share the same pursuit of balance, beauty, and a deep connection to the territory, and it allows us to express Villa Sandi's identity in a broader and more profound way.

Moreover, we have chosen to support events not directly related to the wine world, but capable of enhancing our brand. I'm thinking of our presence at the Snow Polo World Cup in Saint Moritz, one of the most prestigious international events, and 50 Top Pizza, the world's most important event dedicated to pizza excellence, where we present the award for the best wine list.

All of this is part of a broader project aimed at promoting and rewarding those who help spread the culture of Italian food and wine, which are central values of the Made in Italy identity, that must be communicated and supported with consistency and passion.

**The UK is a key market for Villa Sandi. What strategies do you implement to strengthen your brand presence there?**

We follow a well-structured multichannel approach. We're present in premium GDO, enhancing on-trade, and focusing on premium positioning through events, strategic partnerships, and digital communication.

We invest in training and storytelling for both partners and consumers, keeping a close eye on trends like sustainability and new formats such as ready-to-drink. It's a competitive market, but there's room for authentic, visionary players.

**Trump froze tariffs on EU goods for 90 days starting April 10, 2025. The issue will resurface by July 9. How are you preparing? Could UK investments compensate?**

We're closely monitoring the U.S. situation. It's a key market, but current instability requires a cautious, flexible

approach. We've set contingency plans to strengthen stable markets like the UK and explore new ones.

We're expanding distribution in Asia and developing a project for Africa, **targeting international, wine-savvy consumers, and building a long-term presence.**

It's not about replacing revenue, but about building **Villa Sandi's global presence for tomorrow in a strategic and structured way.**

**Thanks to a partnership with Waitrose & Partners, you launched two canned wines under La Gioiosa, "White Fizz" and "Rosea Fizz". Why this choice and what are your expectations?**

**This decision reflects evolving consumption trends, especially among younger generations.** Practicality, sustainability, and informality are key.

With Waitrose & Partners, we found the right partner to position these products with quality perception intact, **reaching a young, dynamic, trend-conscious audience.**

**How does Villa Sandi handle growing competition from local UK sparkling wine producers?**

**The rise of English Sparkling Wines is a real and motivating challenge.** Our strength lies in authenticity: Prosecco DOCG from a unique territory, with history and quality that can't be copied.

**We focus on education and storytelling** to help stakeholders appreciate the value and depth behind each bottle.

# What are Villa Sandi's projections for the UK market in 2025?

We expect selective, high-quality growth in an increasingly mature and conscious UK market. British consumers are now highly focused on quality, sustainability, and authenticity.

We will continue to promote Prosecco across all its denominations and invest in hospitality, wine festivals, and strategic projects to increase visibility in key UK cities and strengthen our presence.

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## Key points

- Fewer visitors during the international exhibitions, but more qualified and business-focused contacts.
- UK strategy includes premium positioning and canned wine.
- Cultural partnerships reinforce Villa Sandi's identity.
- Asia and Africa are strategic new frontiers.
- Authenticity remains key against local competition.



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