



WHY DECIDE TO COME AND MEET US AMONG THE MANY PIEDMONT PRODUCERS?

- Diego Morra has a **young, forward-thinking approach to winemaking**, while maintaining a long-standing heritage passed down through generations of his family of winegrowers
- **Our winery embraces a small-scale, artisanal production, ensuring meticulous care and attention at every stage** of the winemaking process with a focus on delivering wines with a young, contemporary taste that appeal to modern palates.
- The hands-on approach in the vineyard and winery allows Diego Morra to adapt to each vintage and climate, ensuring that every **bottle reflects the uniqueness of the year**.
- **The winery's commitment to direct cultivation of its grapes enables it to better showcase the fruit of each specific harvest**, all while staying deeply connected to local traditions and fostering a strong, dedicated team. This personal engagement enhances the wines' quality and gives them a distinctive, authentic character.
- At the core of Diego Morra's philosophy is its **careful attention to the vineyard, grapes, soil, and landscape**—producing wines that tell a compelling story of people, territory, and innovation.
- In addition to its craftsmanship, **the company's management remains agile and responsive, offering flexibility and availability to meet the needs of buyers**.
- Notable crus - such as **Monvigliero, which in the last 20 years has stood out for being an elegant, powerful, intense** and at the same time fresh and fragrant Barolo, with a very modern approach - and a **unique focus on the Pelaverga from Verduno**, the winery offers wines that represent the true identity of the region. Verduno Pelaverga DOC is a fresh, versatile wine, easy to pair, very contemporary, slightly tannic, spicy and much appreciated by customers.
- **Craftsmanship, sustainability, and commitment to innovation for wines of very high quality**.
- **Growing production that allows the winery to meet the demands of both new and mature markets**.
- **Commitment to market diversification**, ensuring stability in assignments across all regions.
- **Building long-term partnerships, with a focus on cooperation and open dialogue**.
- **A stable, reliable presence in the industry, ensuring continuity for both partners and customers**.