

Czechia: CZ-02

Víno Marcinčák

Novosedly • Mikulov Wine Region

Family-owned Organic & Biodynamic Winery



Description of the winery

1990
Founded

200k
Bottles /year

110 ha
Own vineyards

Their story in one sentence

A family organic winery in Novosedly (in the prestigious Mikulov sub-region) the largest organic grape grower in the Czech Republic, and, since 2025, the first Demeter-certified biodynamic winery in Moravia, turning three decades of ecological commitment into a living brand narrative.

Location and origins

Víno Marcinčák is a family-owned and operated organic winery based in Novosedly, in the Mikulov wine sub-region of South Moravia, the warmest region of the Czech Republic. Established in 1990 and led by winemaker Petr Marcinčák, the winery farms over 110 hectares of its own vineyards across seven wine-growing municipalities, producing around 200,000 bottles annually from 100% estate grapes, all hand-harvested. The Novosedly vineyards sit on a geological subsoil comparable in character and age to the Médoc region of Bordeaux.

Distinctive position

Since 2008, Marcinčák has been one of the largest organic grape growers in the country — and it presents itself as the largest organic wine producer in the Czech Republic. Farming uses ecological and biodynamic practices with no herbicides, synthetic fertilizers, or pesticides. The family makes its own vermicompost (composting with earthworms) and biodynamic preparations such as "Vermistar," a vermicompost-and-herb extract, and harnesses renewable solar energy. In 2025 the winery achieved Demeter certification (one of the strictest global biodynamic standards) becoming the first certified biodynamic winery in Moravia.

Wines, recognition and hospitality

The portfolio is broad (Riesling, Grüner Veltliner, Pinot varieties, Pálava, Cabernet Sauvignon, Zweigeltrebe and more) with specialities in straw wines, ice wines and naturally sweet wines. The wines have earned awards across multiple continents (Paris Sommeliers' Association, Asia Wine Trophy Double Gold, Berliner Wine Trophy, Great American, Finger Lakes). Founder Petr Marcinčák is a leading member of the European Order of Knights of Wine. The estate also runs the family Lavender Hotel Marcinčák and a year-round tasting cellar.

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Examples of promotional practices

Marcinčák is, in this study, the clearest example of a winery running a genuinely multi-channel storytelling operation: combining strong online presence with in-person experience and packaging.

Used A genuine multi-channel content operation

YouTube, Instagram, Facebook, website and PR articles work together with offline tastings, guided tours, exhibitions and student excursions. Few small-to-mid wineries in this study operate storytelling this consistently across both digital and physical channels.

Used The Demeter journey told as a story, not a badge

Rather than simply displaying the certification, an Instagram post narrated the journey to Demeter (the effort, time, and commitment required) combining facts with emotion, pride with authentic visuals. This turns a milestone into a narrative that builds trust and signals distinction.

Used The founder as the human face of the brand

Frequent posts featuring Petr Marcinčák humanize the brand, share vision and values, and strengthen emotional engagement. The visible presence of a real person (a Knight of Wine) behind the label builds trust in a way an anonymous corporate brand cannot.

Short commentary

Víno Marcinčák is, in this study, the most digitally sophisticated storyteller and a rare example of a winery that has scaled organic production without abandoning a personal, values-driven narrative. Where many wineries in this guide have strong stories trapped in the tasting room, Marcinčák actively pushes its narrative across YouTube, Instagram, Facebook, PR and in-person events simultaneously. The result is a brand that behaves less like a producer and more like a media operation with a clear editorial line: nature, family, transparency, and distinction. By showing vineyard work, harvest, and cellar processes, Marcinčák converts curiosity into trust. Modern consumers, especially eco-conscious ones, increasingly want to see how things are made, and a winery that opens its doors digitally satisfies that demand while differentiating itself from opaque competitors. Combined with the visible presence of the founder, this makes a large operation feel personal.

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Marcinčák became the first Demeter-certified winery in Moravia, joining a small biodynamic group that also includes a Czech producer (Kutná Hora) and a Slovak one - Strekov 1075, profiled in this guide as SK-04. A rare, verifiable Visegrad-wide biodynamic peer network.

— Demeter CS, 2025

Lessons learned - key takeaways

1 Narrate the journey to a certification

Marcinčák told the story of achieving Demeter. The years, the effort, the emotion rather than simply adding a logo. A certification communicated as a narrative builds trust and signals distinction; a certification displayed as a badge is invisible. The work behind the credential is the story customers connect with.

2 Behind-the-scenes transparency turns curiosity into trust

Showing vineyard work, harvest, and cellar processes lets audiences understand how the wine is made and understanding builds credibility. In an age of eco-conscious buyers, opening the doors (digitally) is one of the most effective trust-building tools a winery has, and it differentiates from opaque competitors.

3 Run storytelling as an operation, not an afterthought

Marcinčák maintains a consistent editorial approach across YouTube, Instagram, Facebook, PR and in-person events. Treating storytelling as an ongoing, multi-channel operation with clear, recurring themes, rather than sporadic posts, is what elevates a brand from the forgettable to the memorable. Consistency and cadence are as important as content.

4 At scale, the personal narrative must work harder, not disappear

A large organic producer risks losing the "family and nature" credibility that small wineries hold naturally. Marcinčák counters this with the visible presence of the founder and constant behind-the-scenes content. The bigger the operation, the more deliberately it must prove that scale has not compromised its values.

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Cross-regional applicability

Every lesson above is directly applicable to organic and biodynamic wineries across Czechia, Hungary, and Slovakia — particularly those scaling production while maintaining a values-driven, multi-channel brand.



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