

Czechia: CZ-03

Vinařství Krásná hora

Slovácko Wine Region

Family-owned Biodynamic Winery



Description of the winery

2000
Founded

50k
Bottles /year

14ha
Own vineyards

Their story in one sentence

A small family winery in Starý Poddvorov, South Moravia, farming French varieties on a slope first planted by Cistercian monks in the 13th century - an early biodynamic pioneer, named Czech Winery of the Year in New York, whose label is treated as the single most important carrier of its story.

Location and origins

Vinařství Krásná hora is a family winery based in Starý Poddvorov, in the Slovácko subregion of South Moravia. The current form of the winery took shape after the family took over the business in 2000, with a deliberately slow, long-term vision: not rapid expansion, but a sustainable winery that could become the centre of family life. The vineyards sit on the south-west-facing Krásná hora ("Beautiful Hill") slope with loess subsoil, where the first vines were planted by the French Cistercian monastic order in the 13th century. This heritage explains the focus on traditional French varieties: Pinot Blanc, Pinot Gris, Chardonnay, Sauvignon Blanc, Pinot Noir and Merlot.

Distinctive position

The winery farms organically and uses biodynamic principles, avoiding synthetic herbicides and pesticides, fertilising with its own compost and herb-sown inter-rows. Organic farming has been the approach since the 2009 replanting; from 2014 the family adopted full biodynamic preparations. Sitting on the 49th parallel (the same latitude as Alsace and Burgundy) at the very limit of viable grape-growing in Central Europe, the estate keeps yields low (around 1 kg per vine) and hand-harvests into small crates. Production is around 50,000 bottles a year.

Markets, style and architecture

Around 70% of production is exported to more than 20 countries (Denmark, Great Britain, Ireland, the USA, Canada, Japan and Poland among them) with a European-oriented style of dry, elegant, individual wines. In the Czech Republic the wines go mainly to wine-focused restaurants and bars. A defining feature of the winery's identity is its award-winning contemporary architecture. Designed in collaboration with architect Tomáš Havlíček, it harmonises modern design with the wine landscape. It also features a restored 200-year-old vineyard shed, which is the oldest in the village.

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Examples of promotional practices

Krásná hora holds an unusually reflective, self-aware view of storytelling — treating it not as marketing but as the natural continuation of its winemaking philosophy.

Used The label as the brand's primary "business card"

The winery identified its label (not social media or the website) as the communication tool customers meet most often. The 2022 identity redesign added space for a personal dedication and visual motifs drawn from the winery's architecture (the luxfer-window motif), making the bottle itself the lead storyteller.

Used Ecology as the main story, not a side note

Sustainability is the central pillar of communication. The framing is honest and specific: the goal of organic and biodynamic work is not to "save the world" but to build healthy, resilient vineyards for future generations (an authentic, long-term-responsibility narrative).

Used Relationship-first storytelling philosophy

The owner is explicit that tasting the wine is not enough. The goal is a trust-based relationship that brings customers back. Storytelling is treated as a continuation of the product, building long-term loyalty rather than one-time sales.

Short commentary

Krásná hora is self-aware storyteller. A winery that has thought carefully about what storytelling is and is not. Its central insight is counter-intuitive and valuable: the story does not create the emotion. The wine's quality and the personality behind it create the emotion; the story then helps the customer remember and articulate it. This is a mature, honest understanding that separates Krásná hora from brands that treat narrative as a substitute for substance. Most wineries treat the label as packaging and the website as communication. Krásná hora inverts this: the label is the primary storytelling surface because it is what customers encounter most often. The 2022 redesign - adding a space for personal dedication and echoing the architecture's luxfer-window motif turned the bottle into a coherent brand statement. This is a sophisticated recognition that the most-seen touchpoint deserves the most storytelling investment. With 70% of wine exported to 20+ countries, the winery's own admission that digital channels are secondary leaves a gap: the depth of the Krásná hora story (heritage, biodynamics, architecture, Winery of the Year) could travel much further with a digital presence matching the quality of its label.

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The 2022 identity redesign was not merely aesthetic - it embedded the winery's architecture into the label (a motif inspired by the building's luxfer window) and added room for a personal dedication, so that continuity and evolution are communicated in the same object the customer holds.

— On the label redesign

Lessons learned - key takeaways

1 The label is often the most-seen storyteller

Customers encounter the label far more often than the website or social media. Krásná hora treats it as the brand's primary "business card," embedding architecture motifs and space for a personal dedication. The most frequently seen touchpoint deserves the most storytelling investment - yet it is the one most wineries treat as mere packaging.

2 The story doesn't create the emotion — quality does

Krásná hora's mature insight: the wine and the personality behind it create the emotion; the story helps the customer remember and articulate it. Storytelling is a complement to substance, not a substitute for it. A great narrative around a mediocre wine fails; a good narrative around an excellent wine becomes unforgettable.

3 An authentic "we did it first" is undeniable differentiation

Grassing inter-rows in 2009, before it was standard, is a verifiable early-adoption fact. When a practice later goes mainstream, the early adopter earns a genuine trendsetter story. Real innovation, documented as it happens, cannot be copied retroactively by competitors — it is one of the most defensible narratives a winery can own.

4 Frame sustainability honestly, not grandiosely

Krásná hora says its goal is not to "save the world" but to build healthy, resilient vineyards for future generations. This modest, specific framing is more credible than sweeping environmental claims. Honest, concrete sustainability language earns more trust than idealistic slogans — consumers can sense the difference between conviction and marketing.

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Cross-regional applicability

Every lesson above is directly applicable to design-conscious, sustainability-driven, export-oriented wineries across Czechia, Hungary, and Slovakia — particularly those treating label and architecture as core storytelling assets.

The Bottle is the Storyteller: The Philosophy of Vinařství Krásná hora

HERITAGE AND TERROIR



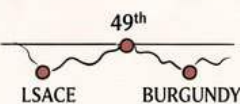
Rooted in 13th-Century Monastic Tradition

The vineyards are located on the Krásná hora ("Beautiful Hill") slope, where French Cistercian monks first planted vines over 700 years ago.



Life on the 49th Parallel

Situated at the same latitude as Alsace and Burgundy, the estate operates at the northern limit of viable viticulture in Central Europe.



A Slow, Long-term Vision

Since the family took over in 2000, the goal has been a sustainable winery as the center of family life, rather than rapid commercial expansion.

THE STORYTELLING PHILOSOPHY

“The story doesn’t create the emotion—quality does.”
The winery believes substance must come first; the story simply helps the customer remember and articulate the emotion the wine provides.

The Label as the Lead Storyteller

Inverting traditional marketing, Krásná hora treats the label (not the website) as its primary tool, as it is the most frequent consumer touchpoint.

How a small Moravian winery blends 13th-century heritage with modern biodynamics and a unique “label-first” storytelling philosophy.

THE BIODYNAMIC ENGINE

14 Hectares,
50,000 Bottles

A small-scale production focusing on quality over quantity, with yields kept low at approximately 1 kg of grapes per vine.



A Pioneer in Organic Farming

The winery began organic farming in 2009 and transitioned to full biodynamic preparations in 2014, avoiding all synthetic herbicides.



Biodiversity in the Rows

The estate maintains soil health by fertilizing with its own compost and planting herb-sown inter-rows between the vines.



Architecture in the Hand

The 2022 redesign features a “luxfer-window” motif inspired by the winery’s award-winning contemporary architecture.



Honest Sustainability

Their narrative avoids grandiose claims about “saving the world,” focusing instead on the practical goal of building resilient vineyards for future generations.

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The Best Practice Guide was created by:

-  Dušan Mladenović, <https://orcid.org/0000-0001-5101-2181>, MUNI - Masaryk University, CZ
-  Renata Čuhlová, <https://orcid.org/0000-0002-5109-6693>, MUNI - Masaryk University, CZ
-  Erik Janšto, <https://orcid.org/0000-0002-4566-3452>, SUA - Slovak University of Agriculture, SK
-  Peter Šedík, <https://orcid.org/0000-0003-2495-5162>, SUA - Slovak University of Agriculture, SK
-  Dávid Harsányi, <https://orcid.org/0000-0002-3924-0664>, BGE - Budapest University of Economics and Business, HU
-  Titanilla Oravecz, <https://orcid.org/0000-0002-2582-3893>, BGE - Budapest University of Economics and Business, HU
-  Renata Skýpalová, <https://orcid.org/0000-0002-7161-7038>, AMBIS university, CZ



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