

Czechia: CZ-05

Dobrá Vinice

Znojmo Wine Region

Family-owned Biodynamic Winery



Description of the winery

1992
Founded

35k
Bottles /year

16ha
Own vineyards

Their story in one sentence

A family winery in Nový Šaldorf near Znojmo, widely regarded as one of the pioneers of biodynamic and natural winemaking in the Czech Republic - farming inside a national park, and the first Czech producer to make wine in Georgian qvevri amphorae, an 8,000-year-old tradition.

Location and origins

Dobrá Vinice is a family-owned winery based in Nový Šaldorf near Znojmo, in the South Moravian wine region. It was founded by Petr Nejedlík in 1992 and became one of the earliest champions of biodynamic and natural winemaking in the country cultivating grapes in harmony with nature long before ecological farming became a regional trend. Petr Nejedlík, a pioneer who inspired a generation of younger Czech winemakers, passed away in 2023; the winery he built with his wife Andrea continues to carry forward his philosophy and reputation among Czech and international natural-wine enthusiasts.

Distinctive position

The winery farms roughly 15-16 hectares of vineyards in and around the Podyjí National Park (one of the most environmentally valuable landscapes in the Czech Republic) in the villages of Popice and Konice. The Palaeozoic subsoil (quartz, granite, clay and flint) gives the wines a distinctive mineral character. Farming follows biodynamic principles: no synthetic pesticides or herbicides, natural preparations (nettle, horsetail), organic manure, hand work, and many vineyard activities timed to lunar cycles. Yields are intentionally kept very low (reduced below 45 hl/ha), and all harvesting is done by hand.

Winemaking and reputation

Dobrá Vinice is defined by minimal-intervention winemaking: spontaneous fermentation with indigenous yeasts, limited or no filtration, and minimal or zero added sulphur. It was the first Czech winery to introduce Georgian qvevri amphorae (clay vessels buried in the ground) used alongside oak and acacia barrels. Producing around 35,000 bottles a year, the winery is a regular at international natural-wine fairs, and its flagship Cuvée Národní Park (National Park) has become an iconic Moravian natural wine.

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Examples of promotional practices

Dobrá Vinice uses storytelling as a natural extension of its winemaking philosophy — communicating authenticity, respect for nature, and connection to place rather than conventional marketing.

Used **Pioneer of biodynamic and natural winemaking**

The winery's strongest theme: being among the first Czech producers to embrace biodynamics and natural wine, following conviction long before sustainability was fashionable. This positions the brand as a visionary. A story built on courage and long-term commitment, not commercial success.

Used **Nature as the central character — a national park**

The vineyards within Podyjí National Park are presented not as production sites, but as living ecosystems that influence the identity of the wines produced there. The focus is on healthy soils, biodiversity and natural cycles, portraying wine as a direct expression of nature rather than a manufactured product.

Used **Ancient craft — the Georgian qvevri story**

Being the first in the Czech Republic to make wine in qvevri amphorae connects modern consumers to an 8,000-year-old tradition. This single, ownable detail communicates craftsmanship and authenticity while sharply differentiating the winery from industrial production.

Short commentary

Dobrá Vinice is archetypal pioneer brand. A winery whose entire identity rests on having been first, and on having been first out of conviction rather than calculation. Founded in 1992, it embraced biodynamics and natural wine when neither had any commercial logic in Moravia, and it introduced qvevri amphorae to Czech winemaking before most Czech drinkers had heard the word. This is the most defensible storytelling position a winery can hold: you cannot retroactively become a pioneer. Being the first in the Czech Republic to bury Georgian clay amphorae and make orange wine in them gives Dobrá Vinice a single, memorable, verifiable detail that does three things at once: it signals craftsmanship, it connects to an 8,000-year-old tradition, and it separates the winery from industrial production. A brand built so completely on a visionary founder's personal narrative faces a real question when that founder is gone. Following Petr Nejedlík's passing in 2023, the winery's storytelling task is delicate and important: to honour the pioneer's legacy while making clear that the philosophy, the people, and the practices continue. Handled with care, the founder's story becomes a foundation rather than a full stop.

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"Our wines are not about trends, but about honest work, trust in nature, and a long-term vision. We let them mature, ripen and breathe — and we believe that those who drink them feel it. Whether you visit us in Nový Šaldorf or open our bottle at home, I hope you find a piece of our story in the wine."

— Marek Špalek

Lessons learned - key takeaways

1 Being a pioneer is the most durable brand story there is

Competitors can copy practices, but they cannot claim to have done them first. Dobrá Vinice embraced natural wine and biodynamics out of conviction, decades before they were fashionable. An authentic "we were here before it was a trend" is an asset that strengthens with time and cannot be manufactured retroactively.

2 One ownable practice can carry the whole authenticity story

The Georgian qvevri (a single, concrete, verifiable detail) signals craftsmanship, connects to an 8,000-year tradition, and differentiates from industrial production all at once. A specific, memorable practice communicates authenticity far better than the abstract word "natural", giving customers something concrete to remember and retell.

3 Let the landscape be the protagonist

Farming inside a national park and naming the flagship wine after it (Cuvée Národní Park) casts nature (not the producer) as the hero. Tying wine to a named, recognised place transforms abstract "terroir" into a story customers can picture, and frames the winery as a steward of a valued environment.

4 A founder-led brand must plan the continuity story

When a brand rests on one visionary's personal narrative, succession is its greatest vulnerability. The pioneer's legacy should be honoured while clearly communicating that philosophy, people, and practices continue. Told well, a founder's story becomes a foundation for the future rather than a chapter that closes, but the continuity must be made as visible as the origin.

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Cross-regional applicability

Every lesson above is directly applicable to pioneer, founder-led natural and biodynamic wineries across Czechia, Hungary, and Slovakia — particularly those with a distinctive practice and a strong sense of place.

Dobrá Vinice: The Pioneer's Path to Natural Wine

The Pioneer Spirit & Legacy



Nature as the Protagonist

Farming Inside Podyjí National Park

16 hectares of vineyards located in one of Czechia's most environmentally valuable landscapes.



Founded in 1992 as a Biodynamic Visionary

Embraced natural winemaking long before ecological farming became a regional trend.



The First to Introduce Georgian Qvevri

Revived 8,000-year-old traditions using clay amphorae buried in Moravian soil.



"Our wines are about trust in nature and long-term vision."

A philosophy centered on conviction rather than commercial calculation.

Quartz

Flint

Granite

Palaeozoic

Mineral Character

Subsoils provide a distinctive, non-manufactured mineral identity.



Yields Kept Below 45 hl/ha

Low-yield, hand-harvested grapes ensure a direct expression of the natural ecosystem.



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