

Hungary: HU-04

Korózs Winery

Eger Wine Region

Family Winery · Brand launched 2023



Description of the winery

2023
Founded

20k
Bottles /year

10 ha
Own vineyards

Their story in one paragraph

A one-person, fully family-owned organic estate on the volcanic and limestone slopes of Eger - where a viticulture graduate who grew up in his father's vineyard returned to relaunch the family name in 2023, and built a benchmark Syrah that now pours in Michelin-starred restaurants.

Location and origins

Korózs Szőlőbirtok és Pincészet is based in Eger, on Verőszala út, in one of Hungary's most historically significant wine regions. The family's bond with the vineyard reaches back to the 1990s, when Dániel Korózs's father grew grapes as a hobby and the young Dániel spent his childhood among the vines. Later completing a university degree in viticulture and winemaking. After his father gave up grape-growing and sold the marketable plots in 2007, Dániel eventually returned to rebuild the estate himself.

Distinctive position

The winery combines modern winemaking technology with environmentally conscious viticulture. The vineyards have been farmed organically since 2017 and officially certified by Biokontroll Hungária since 2022. The portfolio pairs Eger's traditional cuvées (Egri Bikavér and Egri Csillag) with international varieties such as Syrah and Viognier, alongside Kékfrankos and Kadarka clone selections. Fermentation runs in egg-shaped concrete "breathing" tanks, stainless-steel vessels and barrels, using wild, neutral and cultured yeasts, with a strong emphasis on cleanliness and technological discipline.

Markets and recognition

Korózs runs essentially as a one-person operation with seasonal help and the founder's father, keeping control of the whole process from planting to harvest. The wines debuted in a Budapest restaurant and quickly built a reputation: the Syrah Superior was named best red wine of the Eger Wine Festival and appears on Michelin-starred wine lists in Hungary. The estate is a regular at regional and national competitions and at Eger showcase events such as the Egri Csillag Weekend and the Egri Borszalon. Tastings and vineyard tours are offered by appointment.

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Examples of promotional practices

Korózs combines three storytelling threads: a young winemaker's personal journey, a signature flagship wine, and the reinvention of Eger's heritage through organic, modern winemaking.

Used **The Syrah Superior as a signature flagship**

Korózs anchored its identity to one standout wine. The Syrah Superior "the heart of our winery" appears on Michelin-starred lists and won best red at the Eger Wine Festival. A single recognisable hero wine gives a young brand instant premium positioning.

Used **"Premium, organic wines from Eger" - a clear tagline**

The brand distilled its position into one phrase, combining premium quality, organic farming, and place. Organic conviction is framed not just as environmental responsibility but as a quality-driven philosophy shaping every production stage.

Used **The young-winemaker underdog narrative**

Dániel openly tells his story: a kid who grew up in the vineyard, left for Budapest, then returned to rebuild from almost nothing. His framing "an almost unknown kid from Eger" who succeeded is relatable, modern, and emotionally engaging.

Short commentary

Korózs is, in this study, the clearest example of a young brand built on a single hero product and a relatable founder. Where established estates lean on heritage, Korózs leans on the energy of a new-generation winemaker who returned home, rebuilt through hardship, and broke through with one exceptional wine. The Syrah Superior is doing the heavy lifting. It gave an unknown estate immediate credibility in Hungary's competitive premium market. The flagship-wine strategy is textbook. A small, young winery cannot communicate twenty wines equally; Korózs wisely concentrated its identity on one. The Syrah became a "benchmark" that "half of Budapest was talking about," paired with lamb on Michelin-starred lists. This single recognisable product gives sommeliers and consumers an easy entry point to the brand. As an essentially one-person operation, Dániel's authenticity is total, but his time for storytelling is minimal. The most compelling part of his narrative, the rebuild after hail and COVID destroyed his early vintages, lives in press interviews rather than on his own channels. Bringing that struggle-and-triumph arc into the winery's owned communication would give the brand the emotional depth its wines have already earned.

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"As I grow older, I feel more fulfilled by the closeness to nature and the vineyard. More and more, I see true value in balance, harmony, and preserving the values and traditions of this historic wine region."

— Dániel Korózs

Lessons learned - key takeaways

1 A single flagship wine can carry an entire young brand

A small winery cannot communicate every wine equally. Concentrating identity on one exceptional, recognisable product (Korózs's Syrah Superior) gives an unknown estate instant credibility and an easy entry point for sommeliers and consumers.

2 Let elite gastronomy validate you

Placing a wine on Michelin-starred and premium restaurant lists transfers the prestige of those venues to the brand. For a young winery, a sommelier's endorsement reaches exactly the right premium customer.

3 The underdog story is one of the most engaging narratives there is

"An almost unknown kid from Eger" who returned home and succeeded is relatable, modern, and emotionally compelling. A founder's honest, humble self-framing connects with consumers far more than polished corporate language. Authenticity and modesty are storytelling assets, not weaknesses.

4 For solo operations, the struggle is the story

When a founder does everything alone, there is little time for storytelling, yet the most compelling material (hardship, rebuilding and breakthroughs) has already been experienced. Capturing the crisis-and-triumph arc on owned channels, even simply, gives a brand emotional depth that matches its product quality. The drama is real; it just needs to be written down.

Cross-regional applicability

Every lesson above is directly applicable to young, founder-led, small-scale wineries across Czechia, Hungary, and Slovakia — particularly those in traditional regions seeking a modern, premium identity.

The Underdog's Vintage: How Korózs Winery Reclaimed a Legacy



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