

Slovakia: SK-02

Domin & Kušický

Velký Krtíš · Southern Central Slovakia

Family Winery - Est. 1996



Description of the winery

1996
Founded

70 - 80k
Bottles /year

40 ha
Own vineyards

Their story in one sentence

Slovakia's oldest ecological winery, three generations driven by one founding conviction: "If a winery, then ecological" now pioneering biodynamics from the forgotten land of Velký Krtíš.

Location and origins

Domin & Kušický is based in Velký Krtíš, in Southern Central Slovakia with distinct volcanic terroir. The winery was founded in 1996, but its ecological roots reach back to 1989, when founder Ján Domin established Slovakia's first eco-agricultural company. Production sits between 70,000 and 80,000 bottles annually. The vineyards rest on the bedrock of extinct stratovolcano Sitno (tuff, rhyolite and andesite) a geological identity shared by no other Slovak winery.

Generational arc.

The winery operates as a documented three-generation story. Ing. Ján Domin (1989–2017) the founder who refused the post of Minister of Agriculture after the Velvet Revolution and wrote the reference book "Organic Grapes and Wine" for Slovak ecological winemakers. Diana & Tibor Kušický (2017–present) the second generation; Diana was born on St. Urban's Day, the patron saint of winegrowers; Patrícia (STU design graduate) handles all visual identity in-house. Ing. Dávid Kušický (2019–present) a Mendel University Brno viticulture graduate who runs the David Kušický sub-brand and is leading the winery's biodynamic transition.

Markets and customers

The winery markets to domestic gastronomy, wine shops and direct buyers, with a confirmed export channel into the UK through Pandemonium Wines. Slovakia's first certified organic vineyard, "Katovka," was established by this winery in 1998. In 2023, the winery was featured in the international magazine World of Fine Wine - a vineyard photograph used as the article header.

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Examples of promotional practices

Domin & Kušický has the strongest People and Values storytelling foundation. Most of its assets are real and present, but unevenly distributed across channels.

Used Seven named family members with photos and emails

The About page lists Ján Domin, Diana, Tibor, Patrícia, Dávid and other family members, each with a photograph, a short personal story, and direct email contact. This is global best practice applied locally.

Used The Katovka blog post — a world-class vineyard story

A first-person post by Dávid Kušický about the Katovka vineyard tells the etymology (executioner's shed), the pioneer claim (Slovakia's first organic), the discovery, the winemaking decisions, and the emotional resolution. The template works.

Used Named vineyards as characters in product naming

"Katovka," "Pustatina," "Modrý Kameň," "Viničky" each vineyard carries a name and a personality into the wines made from it. The David Kušický sub-brand extends this with "Hey Mate!," "Serotonin," "Pustatina."

Short commentary

Domin & Kušický has the richest narrative infrastructure. Three generations with biographical depth, a founding manifesto from 1996, named vineyards each carrying their own story, a proven blog format, international press recognition, and a working creative director inside the family. The challenge is not building a story. It is the discipline to deploy it consistently across channels. The strongest single brand statement in Slovak winemaking **"Ked' vinárstvo, tak ekologické" appears on the About page once. It belongs on every customer touchpoint.** The owner explicitly confirmed that storytelling at the winery happens "naturally and spontaneously" which means different family members tell different versions to different audiences. Dávid Kušický's biodynamic transition is one of the most compelling ongoing narratives in Central European winemaking. A third-generation viticulturist completing the journey his grandfather started under Communism. This is content that international audiences actively look for.

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"I would not say that I use storytelling as a consciously learned marketing technique. Rather, it happens naturally and spontaneously when I talk to customers. The story emerges naturally from the product itself and our way of working."

- Dávid Kušický, February 2026

Lessons learned - key takeaways

1 A great story told differently every time is a fragmented brand

When multiple family members or team members speak for the winery in parallel, the absence of a shared "story spine" produces inconsistency. The solution is not a marketing script. It is a one-page internal document listing five to seven core facts everyone agrees to communicate, in their own words, around the same backbone.

2 Your founding manifesto belongs on every touchpoint

If a winery has a single, conviction-driven statement that has held true across decades (an ecological commitment, a winemaking philosophy, a family promise), it should appear on the homepage hero, on back labels, in Instagram bios, and in export sheets. **Repetition across channels is what turns a statement into a brand code.**

3 A proven content format is wasted if it appears once

When a winery has demonstrated that a particular story format works (vineyard portrait, seasonal post, winemaking diary), repeating it on a calendar (four to six times a year) builds compounding brand value. One post is a curiosity. A series is a story. A multi-year series is a brand.

4 An ongoing transition is more powerful than a completed achievement.

Customers and importers respond more strongly to a brand documented mid-journey than to one presenting finished credentials. A winery moving from organic to biodynamic, from one generation to the next, or from local to international markets, should narrate the process publicly: quarterly updates, before/after vineyard photos, lessons unlearned. The journey is the story.

Every lesson above is directly applicable to multi-generational family wineries in Czechia, Hungary, and Slovakia, particularly those with strong heritage and inconsistent digital communication.

Lessons in Storytelling

The Power of "Midjourney"
Documenting an Ongoing Journey > A Finished Achievement

The "Story Spine" Solution
Shared Backbone of Core Facts, Communicated in Natural Voice

Winery at a Glance

Metric	Data
Established	1996
Annual Production	70,000 – 80,000 Bottles
Total Vineyard Area	40 Hectares
Primary Location	Veľký Krtíš, Slovakia
Core Philosophy	"Keď vinárstvo, tak ekologické" (If a winery, then ecological)

winding path

2017 – Present: The Generational Arc

Third Generation Leading Biodynamic Innovation

1989 – 1996: The Ecological Spark

The Volcanic Identity (Terroir)

Vineyards as Characters: Distinct Personalities & Histories

40 Hectares of Certified Land

Bedrock of Sitno

Establishing the Roots

Ján Domin
Organic Reference
Founding Manifesto 1989
Slovakia's First Eco-Agricultural Company

Dávid Kušický (Mendel University) Shift (2019)

Patrícia Kušický (STU Design)

In-House Visual Identity

Slovakia's First Certified Organic Vineyard (1998)

Katovka

Pustatina

Volcanic Tuff

Rhyolite

Andesite

I refused a government post and the position of Minister of Agriculture.

Organic Granzs and Wine

This Best Practice Guide was created as an output of project ID 22510339 **From Grapes to Stories: Storytelling at the Heart of Sustainable Wines in the Visegrad Region.**

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