

Slovakia: SK-04

Víno MAGULA

Suchá nad Parnou · Little Carpathians

Biodynamic Farm Winery · Roots 1931



Description of the winery

2007

Re-established

20 - 24k

Bottles /year

8 ha

Own vineyards

Their story in one sentence

A four-generation biodynamic farm winery on a former monastery hill in the Little Carpathians continuing a great-grandfather's 1931 vineyard in the very valleys immortalised by Slovakia's most beloved wine novel, and a member of the Autentista Slovakia charter community.

Location and origins

Vino Magula is based in Suchá nad Parnou, in the Little Carpathians wine region. The family's roots in viticulture reach back to 1931, when Jozef Husár (Trnava health insurance secretary) bought a field in Ružová dolina (Rose Valley) and planted a modern wire-trained vineyard designed for horse work. After Communist-era dispossession, the land returned to the family in 2001. Replanting began in 2007. The winery achieved BIO certification in 2015 and converted to biodynamic farming in 2016. Annual production sits between 20,000 and 24,000 bottles from a former monastery hill between two named valleys - Ružová (Rose) and Vlčia (Wolf).

Distinctive position

The site itself is exceptional: a hill where a monastery once stood, with the surviving Chapel of Our Lady of Lourdes, 200-year-old chestnut trees, a stone cellar, bees, animals, and orchards. The winery operates as a full biodynamic farm ecosystem rather than a wine-production unit. Falstaff has described the property as "a place with special charisma." The same valleys are the setting of František Hečko's "Červené víno" (1948) - one of Slovakia's most celebrated wine novels, later adapted into a TV series.

Markets and recognition

The winery serves domestic gastronomy, wine shops, direct buyers, and a confirmed Czech export channel. Peter Moser of Falstaff has scored 24+ Magula wines, consistently between 91 and 93 points across multiple vintages. The winery is a member of Autentista Slovakia, the charter-bound natural wine collective rooted in the 2,000-year Pannonian wine tradition. Recurring farm-to-table dinners with named guest chefs (Peter Slačka among them) anchor the visitor experience.

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Examples of promotional practices

Vino Magula holds one of the richest sets of story assets in selected Slovak wineries.

Used Wine naming embeds place into product

The names "Oranžový Vlk" (Orange Wolf), "Červený Vlk" (Red Wolf), "Lupo!", "Rosenberg" and "Baccara" reference Vlčia Dolina (Wolf Valley) and the historic Rosenberg parcel. This sophisticated place-embedded naming sits within the product line itself.

Used Farm-to-table dinners as recurring brand experience

The website's dedicated 'Farm' section features 'Wine & Dine' evenings with guest chefs. These events are popular, atmospheric and successful in converting visitors. Facebook shows a 100% recommendation rate from all reviewers.

Used 1931 archive photographs published

Original photographs of Jozef Husár's first vineyard can be seen on the website. They are a rare and excellent storytelling asset, though they are presented as a historical record rather than an emotional narrative.

Short commentary

Vino Magula holds the most poetic site of any winery in this study. A former monastery hill between two named valleys, in the literary landscape of Slovakia's great wine novel. "Červené víno" is a canonical Slovak novel, taught in schools, adapted for television, and set in the very valleys where the Magula family farms. This is terroir claim. Magula belongs to a formal natural-wine collective bound by signed charter. The restricted to producers from the Slovak Danube region who reject industrial filtration, synthetic yeasts, and chaptalisation, with maximum yields fixed at 40 hl/ha. The owner is unusually clear about the gap. He cites Pivnica Čajkov as a website storytelling model and Milan Nestarec for newsletter content. He is actively investing in photography and a website rebuild. This level of self-awareness and benchmarking precision is the highest readiness signal in this study.

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"Historically, our winery has had very limited systematic marketing communication, which I recognise as one of our main weaknesses. Our original strategy focused primarily on producing wine and selling it through professional partners rather than engaging directly with end consumers."

- Magula, February 2026

Lessons learned - key takeaways

1 Literary, cultural and historical context is rare

When a winery's location appears in canonical literature, folklore, or regional cultural identity, this connection must be foregrounded — not buried as a regional curiosity. A single sentence on the homepage linking the vineyard to a recognised cultural anchor reframes the entire brand and produces a positioning no competitor can replicate.

2 Membership in a credible collective is a brand asset

Charter-bound wine movements (Autentista, Demeter, Slovenian Renaissance, Italy's VinNatur) function as third-party authenticity validation more powerful than self-declared organic claims. The logo, the charter link, and a brief explanation of what membership requires belong on the homepage and on relevant labels.

3 An ancestor's photograph is not a story - until you write the story

Referring to ancestors collectively ("our grandfathers," "the third generation") creates an aura of heritage without giving readers anyone to connect with emotionally. Naming individuals, dating their work, and showing their photographs converts a heritage claim into a heritage story.

4 An atmospheric place must be photographed atmospherically

When a winery's physical site is distinctive (a monastery, a cave cellar, ancient trees, a river, a chapel), this distinctiveness must be communicated visually — not described in text. One commissioned photo essay deployed consistently across website, social media, and export materials transforms an extraordinary place from a sentence into the brand's central visual asset.

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Cross-regional applicability

Every lesson above is directly applicable to small wineries in Czechia, Hungary, and Slovakia - particularly those with extraordinary places, deep heritage, and underdeveloped digital storytelling.

Víno Magula: The Poetic Terroir of the Little Carpathians

HERITAGE & REBIRTH

**Founded in 1931
by Jozef Husár**

**Communism Era
Dispossession**

**2001: The Return of the Land
Replanting in 2007**

**20,000 – 24,000
Bottles Annually**
Production focused on
quality and authenticity
from 8 hectares

BIODYNAMIC PHILOSOPHY & IDENTITY

A Full Farm Ecosystem
Bees, animals, and orchards.
BIO certified (2015) and biodynamic (2016)

**Autentista Slovakia
Charter**
Rejects industrial filtration, synthetic
yeasts; strict maximum yield of 40 hl/ha

A LITERARY & SACRED LANDSCAPE

**The Landscape of
“Červené víno”**
Set in Ružová (Rose) and
Vlčia (Wolf) valleys,
immortalized in František
Hečko's novel

The Monastery Hill
13th-century site, Chapel
of Our Lady of Lourdes,
ancient stone cellars,
and special charisma

**Place-Embedded
Naming**
“Oranžový Vík” (Orange
Wolf) and “Rosenberg”
directly reference the
valleys

Farm-to-Table Experiences

“Wine & Dine” evenings with guest
chefs; 100% recommendation rate

Consistent Critical Acclaim
Falstaff's Peter Moser scored over 24
Magula wines between 91 and 93 points

91

Gemini Notebook

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www.visegradfund.org

• Visegrad Fund

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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