

MARO

MARO
Slovenia

KLET
CELLAR

MARO

Slovenia

Štajerska Region of Slovenia

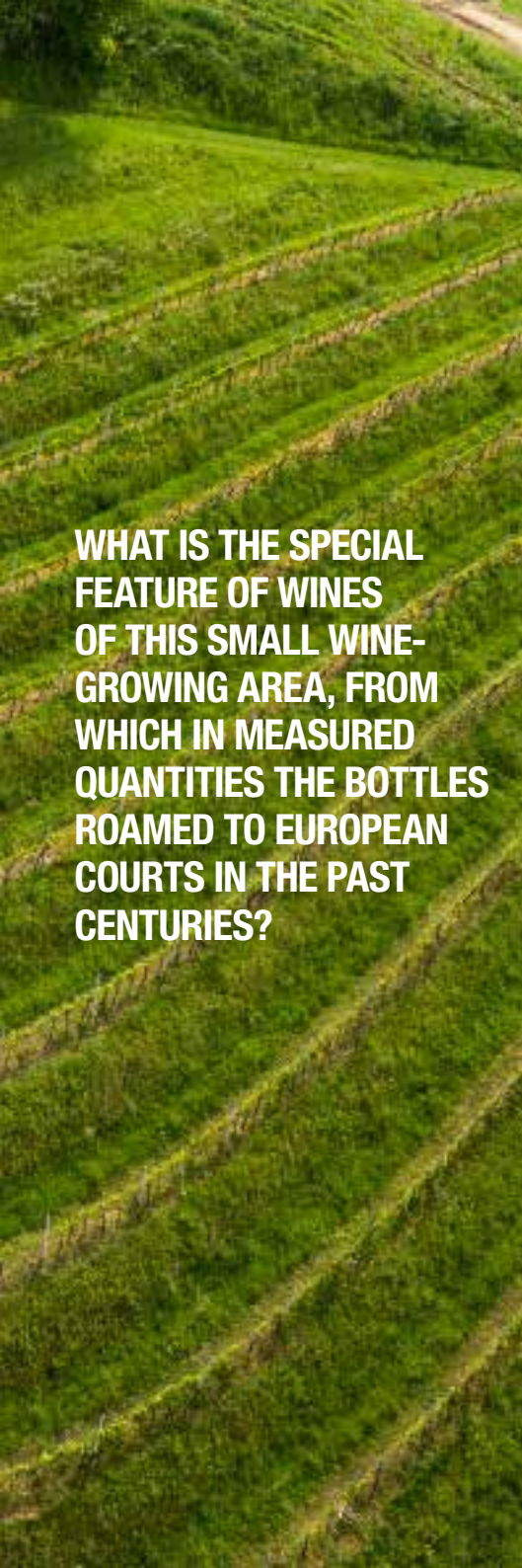
— THE HOME OF EXCELLENT
SLOVENIAN WINES

THE WINE-GROWING DISTRICT OF THE ŠTAJERSKA REGION

is the largest in Slovenia, with the Ljutomer-Ormož Hills in Prlekija being its north-eastern part. This is the land of hundreds of terraced hills, wind-rattles (klopotec), thermal springs and spas, and rich cuisine, as well as cultural, natural and ethnological heritage.

It represents the centre of the Slovenian wine-growing tradition dating back to the 4th century BC. During the Crusades, knights named the place after their homeland – Jerusalem – due to excellent wines and hospitality of the locals. The wishing bell in the Our Lady of Sorrows church reminds us of them.

The Ljutomer-Ormož Hills captivate with their idyllic landscape. You rarely see the beauty and friendliness of nature so well combined with the kindness and hospitality of people as in the Ljutomer-Ormož district. This vibrant land has given its character to the local people.



**WHAT IS THE SPECIAL
FEATURE OF WINES
OF THIS SMALL WINE-
GROWING AREA, FROM
WHICH IN MEASURED
QUANTITIES THE BOTTLES
ROAMED TO EUROPEAN
COURTS IN THE PAST
CENTURIES?**



The most favourable climatic conditions with more than 200 days of sunshine a year, cold nights and soil rich in minerals of the once Pannonian Sea, which curved around the current wine-growing hills as islands and deposited fertile, mineral-rich layer of soil – a mixture of sand and clay perfect for viticulture. All the vineyards are on steep slopes, covered with grass, which prevents soil erosion and facilitates vine cultivation.

There are many grape varieties growing on this soil and thriving in the favourable climate. Due to the favourable warm and dry Pannonian climate, in addition to excellent harmonious dry and semi-dry wines and varieties, the land also offers premium semi-sweet and sweet wines of special qualities, such as late harvest, selection, grape selection, ice wine and dry grape selection (different levels of natural sugar content).



Rebirth of a renowned wine family

MARO
Slovenia

K L E T
C E L L A R

THE MARO WINE CELLAR IS LOCATED IN SLOVENIA, IN THE WINE-GROWING DISTRICT OF THE ŠTAJERSKA REGION, MORE PRECISELY IN THE LJUTOMER-ORMOŽ HILLS, FAMOUS FOR THEIR THOUSANDS OF YEARS OLD TRADITION OF WINE-MAKING AND IDEAL CONDITIONS FOR PRODUCING PREMIUM WINES.

MARO

Vineyards cover the most beautiful positions of the Ljutomer-Ormož Hills: Strezetina and Nunska graba, near the famous Jeruzalem, and are considered to be in the top 3% of the best vineyard locations in the world. Hand-picked grapes provide the highest quality basis for producing excellent wines.

Pinot Blanc, Pinot Noir, Chardonnay, Sauvignon Blanc, Yellow Muscat, and a local variety called Furmint grow in these marvellous and fertile vineyards.

The MARO Wine Cellar represents the tradition of renowned winemaking family from the 17th century, MURSA.

Descendant of the family, MAŠA SAMEC continues the tradition of winemaking while respecting the natural features of excellent vineyard positions, preserving original characteristics of the grape varieties and taking good care of the wine through the process of maturation in the wine cellar.

MURSA is the brand of the MARO Wine Cellar, and its selection offers high quality and premium wines. The wines are extremely aromatic, which is reflected in the luxury of fruit, floral and plant aromas in individual wines. In terms of taste, the wines are vibrant due to refreshing acids, enriched with an appropriate alcoholic strength, full-bodied and rich in extracts, harmonious and pleasantly drinkable.



MA
ŠA'S—

RO
OTS—

MARO
WINE

**MUR
SA—**
Wine





Wine Selection of the Mursa Wine Brand



MUR SA— *Wine*



— THE SYNERGY OF RESPECT
FOR THE TRADITION OF PAST
GENERATIONS, KNOWLEDGE,
NATURAL PROCESSING
OF GRAPES AND THE
PRESERVATION OF NATURAL
HARMONY OF TASTE AND
AROMA.



MUR
SA —



PINOT NOIR

2020 – *Dry red wine*

*100% pinot noir,
single vineyard*

0,75 L

13.0 ABV

Pinot noir presents itself with a bright and clear, ruby red colour and a dense texture. The distinct bouquet is delicate and reminiscent of ripe berries, as well as blackberry, plum, and cherry. This is followed by aromas of violet and red rose, which intertwine with a note of tobacco, and the whole bouquet is pleasantly rounded off by a gentle note of wood and pencil tip. The taste is gentle, perceptibly warm and dry, the acids is refreshing, and in combination with rounding, velvety tannins they shows the youthful character of the wine. An intense and elegant, structured and long-lasting wine affirms the perceptions of berries, flowers and spices on our palate.

*Perfect serving
temperature: 16–18 °C*

WINE-GROWING DISTRICT

*Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
location Stanovščak.*

TERROIR

The vineyard is located on the south-eastern slope of Strežetina, at an altitude of 300 m. The continental cold winters, sunny summers with cool nights, and the weathered hillside with its clay/loamy sandy subsoil offer the best possible conditions for the expected excellent pinot noir cultivated in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed. After a few days of maceration, matured for 18 months in an inox barrel and bottled in March 2022, from then on it is matured in bottles.

FOOD PAIRING

The wine complements meat (duck, venison, lamb) and mushroom dishes, goes well with truffles, and is a perfect partner for all kinds of pasta, which is enriched with toppings. It is a pleasant companion to mussels á la buzara, tuna, swordfish, salmon and other bluefish. Combined with mature cheeses, it enhances its character.

**MUR
SA**—
Wine



ROSÉ CECILIA

2024

– Dry rosé wine

100% pinot noir,

single vineyard

0.75 L

12.0 ABV

Salmon-pink, crystal clear with an oily texture. An aromatically rich, fruity wine with notes of strawberry, raspberry and peach, followed by hints of rose, pomegranate and caramel. Medium-bodied, with pleasant acidity; harmonious, soft and warm on the palate, ending with a mineral finish. A structurally rich rosé that will not leave you indifferent.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
location Stanovščak.

TERROIR

The vineyard is located on the south-eastern slope of Strežetina, at an altitude of 300 m. The continental cold winters, sunny summers with cool nights, and the weathered hillside with its clay/loamy sandy subsoil offer the best possible conditions for the expected excellent pinot noir cultivated in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed. After a few hours of maceration, matured for 8 months in an inox barrel and bottled in May 2025.

FOOD PAIRING

The MURSA Rosé is the perfect choice for an aperitif. It pairs well with fresh vegetables, goes well with soups, and is a particularly good partner for various spices, such as saffron and tarragon, which enrich risottos or white meats. It is an excellent combination with grilled prawns, and goes well with Moroccan and some Asian cuisines, enriching and enlivening their exotic flavours.

INTERESTING FACT

The MURSA Rosé is named after Josip Mursa's daughter Cecilia MURSA, married SAMEC, who celebrated her 120th birthday in the year of first bottling (2021).



SAUVIGNON BLANC
2024
– *Dry white wine*
100% sauvignon blanc,
single vineyard
0.75 L
13.5 ABV

Straw-yellow with greenish reflections and an oily texture. The bouquet is varietal, opening with grassy notes and hints of tomato leaf. It continues with aromas of passion fruit, gooseberry, pineapple, and subtle herbal tones of mint and green apple, elegantly rounded off by a touch of flint. Dry, with lively acidity and an intense aromatic character. On the palate, powerful, warm, ripe and well-balanced.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict Ljutomersko-Ormoške gorice, wine-growing location Nunska graba.

TERROIR

The sauvignon blanc vineyard is located on the western slope of the medium steep Nunska Graba, at an altitude of 280 m above sea level. The continental cold winters, sunny summers with cool nights, and the weathered slope with its clay/loamy sandy subsoil offer excellent conditions for the vineyards grown in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, then matured on fine lees in an inox barrel for 7 months and bottled in May 2025.

FOOD PAIRING

This elegant wine, quite full-bodied, will pamper us either on its own or in combination with various herb-based appetizers. It is a very suitable companion for asparagus dishes, white meats. Try it with herbal fritters. It will also turn out great with salmon sashimi or fish carpaccio.

INTERESTING FACT

Josip Mursa grew sauvignon blanc on the same vineyard location more than 100 years ago and convinced local and Austrian wine lovers with his own bottlings. The wine won many awards at wine exhibitions in Ljubljana, Ptuj, Belgrade and elsewhere before 1930.

Perfect serving
temperature: 8–10 °C



**MUR
SA**
Wine



SAUVIGNON BLANC

2023

– Dry white wine

100% sauvignon blanc,

single vineyard

0.75 L

13.5 ABV

Crystal clear, straw yellow in colour with a greenish tint and a dense texture. The bouquet is pronounced, varietal. The aromas are herbal; we perceive green pepper, mint, and green apple; we also find grass and white peach, as well as young elderflower, all well supported by hints of flint in the background. The taste is decisive and lively. The wine is soft but, at the same time, pampers us with a pleasant freshness and a combination of minerality, which develops into a persistent and fruity aftertaste.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict Ljutomersko-Ormoške gorice, wine-growing location Nunska graba.

TERROIR

The sauvignon blanc vineyard is located on the western slope of the medium steep Nunska Graba, at an altitude of 280 m above sea level. The continental cold winters, sunny summers with cool nights, and the weathered slope with its clay/loamy sandy subsoil offer excellent conditions for the vineyards grown in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, then matured on fine lees in an inox barrel for 6 months and bottled in April 2024.

FOOD PAIRING

This elegant wine, quite full-bodied, will pamper us either on its own or in combination with various herb-based appetizers. It is a very suitable companion for asparagus dishes, white meats. Try it with herbal fritters. It will also turn out great with salmon sashimi or fish carpaccio.

INTERESTING FACT

Josip Mursa grew sauvignon blanc on the same vineyard location more than 100 years ago and convinced local and Austrian wine lovers with his own bottlings. The wine won many awards at wine exhibitions in Ljubljana, Ptuj, Belgrade and elsewhere before 1930.

Perfect serving
temperature: 8–10 °C





CHARDONNAY

2023

– Dry white wine

100% chardonnay,

single vineyard

0.75 L

13.0 ABV

Crystalline and bright, straw yellow in colour with a green tint and dense texture. The intense bouquet is delicate and reveals a particularly fruity aspect that is purely varietal. Green apple, lime, vineyard peach and a hint of mango. The bouquet is rounded off with a grassy character. It has a dry, soft mouthfeel, with well-integrated alcohol. The acids are vertical and present the mineral character of the wine. A fairly full-bodied wine that enchants with an intense and elegant, long-lasting, primarily fruity, aftertaste.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
location Stanovščak.

TERROIR

The vineyard is located on the southeastern slope of Strežetina, at an altitude of 300 m. The continental cold winters, sunny summers with cool nights, and the weathered hillside with its clay/loamy sandy subsoil offer the best possible conditions for the vineyards cultivated in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, then matured on fine lees for 6 months and bottled end of April 2024.

FOOD PAIRING

Chardonnay is a wine that goes extremely well with fish dishes. It is a perfect accompaniment to white meat and pork chops, as well as to pasta. An excellent choice as a cheese accompaniment.

Perfect serving
temperature: 8–10 °C



**MUR
SA**—
Wine



CUVÉE MARIA

2023

– Dry white wine

Varietal composition:

*furmint, sauvignon blanc,
chardonnay, pinot blanc*

0.75 L

12.5 ABV

*A wine with a crystal clear,
straw yellow colour and
dense texture. In particular,
the fruity bouquet gives
sensations of lemon, vineyard
peach, we also find mango,
and sensations of lime, cherry
blossom and freshly cut grass.*

*The taste is soft, perceptibly
warm, and the acids are
youthful and emphasise the
persistence of the mineral
aftertaste. A wine of elegance,
a fairly full body and a long-
lasting, particularly fruity
aftertaste.*

WINE-GROWING DISTRICT

*Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
locations Nunska graba and Stanovščak.*

TERROIR

*The sauvignon blanc and furmint vineyards
are located on the western slope of the medium
slope of Nunska Graba, at an altitude of 280
m, while the chardonnay and the pinot blanc
vineyard is located on the south-eastern slope
of the steeper slope of Strežetina, at an altitude
of 300 m.*

WINEMAKING

*Hand-picked, softly de-stemmed, matured for
7 months in an inox barrel and bottled in late
April 2024.*

FOOD PAIRING

*The wine complements dishes with white
meat, it can be served with fish courses,
vegetable and pasta with suitable sauces.*



CUVÉE ANTONIA

2020

– Semi-dry white wine

Varietal composition:

furmint, chardonnay, pinot blanc

0.75 L

11.5 ABV

Glowing, golden-yellow colour with a dense swirl. Pronounced aromatics lead us into a tangle of citrus, tropical and white flowers.

The note of lime and grapefruit connects with the perceptions of apple, apricot, pineapple, white rose, and lemon blossom. The taste is soft, with a gentle perception of residual sugar and warmth. The acidity is lively and provides a pleasant balance to the wine allowing our palate to perceive the mineral imprint.

Intense, elegant, and balanced, long lasting.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
locations Nunska graba and Stanovščak.

TERROIR

The furmint vineyard is located on the western slope of the medium slope of Nunska Graba, at an altitude of 280 m, while the pinot blanc and chardonnay vineyard is located on the south-eastern slope of the steeper slope of Strezetina, at an altitude of 300 m. The continental cold winters, sunny summers with cool nights, and the weathered slope with its clay/loamy sandy subsoil offer excellent conditions for the vineyards grown in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, matured for 18 months in an inox barrel and bottled in March 2022.

FOOD PAIRING

The wine goes perfectly with cold and warm starters, paired with white meat and seasonal vegetables.

INTERESTING FACT

Antonia, the daughter of Josip MURSA, was the owner of the vineyard at Nunska Graba, where today we grow furmint, the predominantly the Antonia variety. I have dedicated my second cuvée to the memory of my great-aunt.

Perfect serving
temperature: 9–11 °C

**MUR
SA**—
Wine



CUVÉE MARIA

2019

– Semi-dry white wine

Varietal composition:
sauvignon blanc, furmint, pinot blanc

0.75 L

11.5 ABV

A wine with a bright, golden-yellow colour and dense texture. Its accentuated and fine bouquet is reminiscent of tangerine, yellow grapefruit, red apple, we also detect scents of blackberry, almond blossom, linden and pleasant sweetness reminiscent of lemon honey. The taste is soft and semi-dry, the freshness pleasantly balances it into a long-lasting, fuller and elegant aftertaste that fades into the perception of flowers and pronounced minerality.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
locations Nunska graba and Stanovščak.

TERROIR

The sauvignon blanc and furmint vineyards are located on the western slope of the medium slope of Nunska Graba, at an altitude of 280 m, while the pinot blanc vineyard is located on the south-eastern slope of the steeper slope of Strezetina, at an altitude of 300 m.

WINEMAKING

Hand-picked, softly de-stemmed, matured for 7 months in an inox barrel and bottled in early May 2020.

FOOD PAIRING

The wine complements dishes with white meat and side dishes. It can be served with fish courses, cheese, vegetable and even pasta with suitable sauces. Particularly recommended as a partner for umami, sushi and salmon carpaccio.

INTERESTING FACT

Josip MURSA's inspiration was his early widowed mother Maria, a very entrepreneurial and determined woman. She successfully managed a 150 ha large estate and vineyards, and 150 years ago also exhibited her wines at the World Wine Exhibition in Vienna in 1873. Maria was the wife of Josip MURSA, her profession was teaching. The wife of Josip Mursa's grandson, my grandfather Dusan Samec, was my grandmother Marija Bitenc-Samec. So I named my FIRST cuvee MARIA – in honour of powerful, successful women in my family.

Perfect serving
temperature: 9–11 °C



PINOT BLANC

2020

– Semi-sweet white wine

100% pinot blanc,

single vineyard

0.75 L

12.0 ABV

Pale lemon-yellow in colour, dense in the glass. The accentuated aroma is luxurious, we can detect lemon peel, yellow grapefruit, white peach, apricot, linden flower, delicate honey notes and mango. The taste is rounded and soft, traces of sugar are pleasantly balanced by its freshness. Minerality emerges in the finish. A wine of elegance, long-lasting, intense, and with a particularly fruity aftertaste.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict Ljutomersko-Ormoške gorice, wine-growing location Stanovščak.

TERROIR

The vineyard is located on the south-eastern slope of Strežetina, at an altitude of 300 m. The continental cold winters, sunny summers with cool nights, and the weathered hillside with its clay/loamy sandy subsoil offer the best possible conditions for the vineyards grown in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, matured for 18 months in an inox barrel and bottled in March 2022.

FOOD PAIRING

The 2020 Mursa Pinot Blanc can be paired with Asian dishes with sweet sauces. An interesting accompaniment to sweeter crayfish flavours or dishes that allow the combination of wine with a bit higher sugar content. Of course, it can be enjoyed without the accompanying dishes, as an aperitif or with a dessert.

*Perfect serving
temperature: 8–12 °C*

**MUR
SA**—
Wine



YELLOW MUSCAT

2019

– *Semi-sweet white wine*

100% yellow muscat,

single vineyard

0.75 L

10.5 ABV

Extractive, lemon-yellow colour with a dense texture.

Its accentuated bouquet is luxurious and revealing all the varietal charms. Lemon, lime, lemon balm, with hints of basil and linden.

Floral honey is combined with scents of white rose and almond. The taste is semi-sweet and soft. Its freshness surprises us with a youthful vibrancy creating a long-lasting, accentuated elegant aftertaste that intertwines with fruitiness and a mineral imprint. A wine of intense and decisive character.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
location Nunska graba.

TERROIR

The yellow muscat vineyard is located on the western slope of the medium steep Nunska Graba, at an altitude of 280 m above sea level. The continental cold winters, sunny summers with cool nights, and the weathered slope with its clay/loamy sandy subsoil offer excellent conditions for the vineyards grown in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, matured for 7 months in an inox barrel and bottled in early May 2020.

FOOD PAIRING

It can be served on its own or as an aperitif with Asian dishes, as its slightly higher acidity complements and refreshes sweeter flavours. It is a refreshing accompaniment to white meat with sweeter sauces. An interesting accompaniment to cheese fondue. Also recommended for fruit desserts.



CHARDONNAY

2019

– Semi-sweet white wine

100% chardonnay,

single vineyard

0.75 L

12.0 ABV

Extractive, lemon-yellow colours with a dense swirl and slowly slipping tears.

Refined scents express lemon, pineapple, mango, honey pear and yellow apple, with hints of yellow rose and Mediterranean herbs. The taste is soft and rounded, with a noticeable warmth. Pronounced acidity washes the palate and presents a mineral imprint of the wine. An intense, rather full and elegant wine with a long-lasting, particularly fruity aftertaste.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict Ljutomersko-Ormoške gorice, wine-growing location Stanovščak.

TERROIR

The vineyard is located on the south-eastern slope of Strežetina, at an altitude of 300 m.

The continental cold winters, sunny summers with cool nights, and the weathered hillside with its clay/loamy sandy subsoil offer the best possible conditions for the vineyards cultivated in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, matured for 7 months in an inox barrel and bottled early May 2020.

FOOD PAIRING

Mursa Chardonnay is the perfect accompaniment to cheeses with a noble mould, dishes with sweeter sauces, cheese rolled dumplings. Asian dishes can be perfectly paired with Mursa Chardonnay, as the harmonious balance of sugar and acid in the wine unobtrusively accompanies the sweeter flavours of the food. A glass of Mursa Chardonnay can be enjoyed as an aperitif or after dessert.

*Perfect serving
temperature: 8–12 °C*

**MUR
SA**
Wine



PINOT BLANC

2019

– *Semi-sweet white wine*

100% pinot blanc,

single vineyard

0.5 L

11.5 ABV

A wine with a pronounced, golden-yellow colour and an accentuated dense texture. Its refined bouquet reminds us of candied lemon, grapefruit, apricot, mango, even yellow apple and pear, the fruitiness is rounded off by hints of white flowers. The taste is sweet and soft, its perceptible freshness elevates the impressions of softness and gentle minerality. A structured wine with an intense and persistent, elegant aftertaste.

WINE-GROWING DISTRICT

Štajerska Slovenija, wine-growing subdistrict
Ljutomersko-Ormoške gorice, wine-growing
location Stanovščak.

TERROIR

The vineyard is located on the south-eastern slope of Strežetina, at an altitude of 300 m. The continental cold winters, sunny summers with cool nights, and the weathered hillside with its clay/loamy sandy subsoil offer the best possible conditions for the vineyards cultivated in single guyot.

WINEMAKING

Hand-picked, softly de-stemmed, matured for 7 months in an inox barrel and bottled early May 2020.

FOOD PAIRING

Wine can be enjoyed as a sweeter aperitif or as an after-dinner dessert. It is a good partner for dishes with a sweeter base (e.g. pumpkin dishes). It is a wine to indulge in.



"The heritage of my grandfather, the architect Dušan SAMEC, a grandson of Josip Mursa, I took with great respect and responsibility."

— MAŠA SAMEC



**MUR
SA—**
Wine





The Rich Tradition of the Mursa Wine-Making Family

THE FIRST WRITTEN RECORDS OF THE MURSA FAMILY DATE BACK TO 1609. THEIR WINE-GROWING AND WINE-MAKING OPERATIONS ARE DOCUMENTED IN THE 'GORNIŠKI REGISTER KRIŽNIŠKE KOMENDE VELIKA NEDELJA' REGISTER FROM 1613.




Mosaic tile of the production program of the Josip MURSA factory from the year 1895.

The MURSA family tree reflects a creative image of individuals through the centuries who in one way or another contributed to the development of society, its economic, political and cultural life.

A notable figure is Josip MURSA who left his mark as an excellent businessman in the 19th century. His role model was his widowed mother Marija, a very enterprising and determined woman. She managed the estate and vineyards and exhibited her wines at the world wine exhibition in Vienna, Austria in 1873.

In 1889, Josip MURSA established the first factory of cement products and mosaic tiles in the then Yugoslavia, and protected his innovation of



a waterproof concrete roofing tile at the patent office in Vienna, Austria. At the same time, he successfully managed his 150 ha large estate where he was a pillar of society through his innovative spirit. Thirty-five hectares of land were vineyards at selected positions and numerous wine cellars with innovative wine-making technology. Josip MURSA bottled his wine and sparkling wine varieties in the first half of the 20th century and exported them to Hungary and Austria. His wines were awarded in exhibitions and quality assessment events.

Maša SAMEC has taken over the heritage of her grandfather, the architect Dušan SAMEC, a grandson of Josip Mursa, with great respect and responsibility.

The synergy of respect for the tradition of past generations, knowledge, natural processing of grapes and the preservation of natural harmony of taste and aroma is presented in the wine brand — MURSA.

**MUR
SA**
Wine

THE MONOGRAPH

MURSA

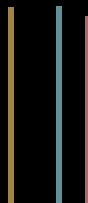
– UNFORGETTABLE
PROGRESSIVE
SLOVENIAN



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IN HONOUR OF THE 150TH
ANNIVERSARY OF THE BIRTH OF
JOSIP MURSA, A GIANT OF PRLEKIJA
AND SLOVENIA

– LANDOWNER, FACTORY OWNER,
BUSINESSMAN, INNOVATOR, TECHNICIAN,
WINEMAKER AND VITICULTURIST, HORSE
BREEDER AND POLITICIAN – A BOOK BY
AUTHOR RADO PODGORELEC WAS PUBLISHED,
ILLUMINATING IN DETAIL THE TIME AND PLACE
OF MURSA'S ACTIVITY, HIS WORK AND HIS LIFE.





"At the turn of the 20th century, Josip Mursa stands at the very top of the persons of note in Prlekija. His commercial and social phenomenon relied on many social, political and economic shifts that occurred in the Habsburg Monarchy in the last decades of its existence. In addition to the undoubtedly above-average genetic predispositions of this exceptional figure, there is also a set of factors that led Mursa's commercially inclined nature towards practical fruition. The family tradition of his ancestors, who belonged to the upper class of the market town of Ljutomer, played its role. His figure was best remembered by the local people from his frequent rides on a white horse towards nearby hills."

— DR. MIRAN PUCONJA
ethnologist, philosopher and an expert on
Slovenian language and literature

"Josip Mursa is an important but unfortunately forgotten name in Prlekija, as well as in Slovenia. The scope of his activities was quite extraordinary and surprising considering all his interests, people he corresponded with, and areas he participated in with his personal knowledge and experience. His work was not obscure and much of it was also published in the newspapers of the time, both public and professional. Fortunately, enough archival material has been preserved that, although much has been lost over time, we can easily conclude that he was an outstanding entrepreneur, farmer, and nationally minded Slovenian and resident of Prlekija. While he knew how to successfully manage his homestead 'Mursovina', he was also characterised by considering innovations and development that were unknown to Prlekija at the time, thus opening the door to new knowledge in various areas of his activity. It seems almost incredible that his tiles, which he produced as a factory worker, still cover the floors of some churches, where people still walk today."

— DRAGO MEDVED
publicist and editor of Mursa







MUR
SA—
Wine





PHOTOGRAPHS

Peter Marinšek

PHOTOGRAPHER



He was born in 1964 in Celje. In 1971, he moved from Šempeter v Savinjski dolini to Velenje with his father Marjan, mother Lučka and brother Marko. Later, they were joined by Jernej, the youngest son in the family.

He attended primary school and gymnasium in Velenje, and graduated from art pedagogy under professor Bojan Golija and professor Ludvik Pandur. During his studies and practical work in the field of art, he realised that photography would be his profession. He acquired the status of independent artist – photographer in 1992. During his 30-year professional career, he became a renowned and sought-after photographer, who is often hired by the most important names in the Slovenian economy, cultural and creative industries. He founded the ma—ma studio in Velenje, where he creates and researches while photographing figures/portraits, food, sports, vistas and landscapes; recently, he has been focusing more on studio/product photography.

He participated in group exhibitions in Slovenia and abroad, where he received several awards. In Slovenia, he received the Puhar Award, amongst others. He has already held solo exhibitions in the Ivan Napotnik Gallery in Velenje, the gallery in Šoštanj, the Art Salon in Celje, the Faculty of Education in Maribor and Ljubljana. His photographs are published in

many Slovenian publications: books, magazines, catalogues, as well as on websites.

He and his family now live in Letuš and he has a studio in Velenje.

www.ma-ma.si

VISUAL IDENTITY DESIGN

Marko Marinšek

DESIGNER



Marko Marinšek was born on 14 October 1968 in Celje to father Marjan, a culture professional from Velenje, and mother Lučka, an expert on Slovenian language and literature.

He works as an art director in the visual communication studio ma—ma. He graduated from the Faculty of Design, with a major in visual communication design on the topic of renewing the visual identity of the European Faculty of Law. He was also a tutor for younger foreign students. In recent years, he designed the books 'Zlata Radgonska resnica', published on the 160th anniversary of Radgona sparkling wine, and 'Refošk – Rex Fuscus' by Drago Medved, Mursa: unforgettable progressive Slovenian by Rado Podgorelec, the monograph 'Velenje – bogastvo pogledov', the monograph 'Hočem postati pevka' by the concert singer Marija Bitenc Samec, and 'Stebri slovenskega gospodarstva'. For the Municipality of Velenje, he created a visual identity of 'Velenje, a city with a heart', and for the Municipality of Šoštanj, a visual identity for the 110th anniversary of the city of Šoštanj. He helps the Velenje Gallery and the Velenje

Museum with design solutions when setting up important exhibitions. In recent years, he has taken on an important role in designing the corporate visual identity in the Gorenje Group. He is now looking for visual solutions for Hisense Europe, to the increasingly demanding consumer.

He is the author of many visual identity designs of successful Slovenian companies and brands. He is also the author of the graphic design of the last two helmets of Slovenian ski jumpers.

In 2015 in the SEM museum, he exhibited his solutions for transforming the visual identity of the Slovenian Ethnographic Museum. At the 7th Biennial of Slovene Visual Communications organised by the Brumen Foundation at the National Gallery in Slovenia, he was among the finalists and exhibited works he designed for the Gorenje Group, in October 2015 at the 'Visual Arts 1975–2015' at the Velenje Gallery, he exhibited his visual creations, and the same year he exhibited a calendar with own illustrations Il mio calendario in the hall of the Municipality of Velenje.

He lives, creates and draws knowledge and ideas where he likes to be. Somewhere between Velenje, Ljubljana, New York and Calabria.

www.ma-ma.si

MURSA WINE DESCRIPTIONS

Valentin Bufolin

SOMMELIER, ITALIAN WINE

AMBASSADOR, DIRECTOR OF BUFOVIN



Photo: ASI/HRVProd

Valentin Bufolin was born on 27th of January 1982 into a family of caterers in Šempeter pri Gorici. He grew up in a family of vintners, and wine is his lifelong passion. He is interested in details, specifics, an in-depth look at the production of wine, an understanding of its production and, last but not least, the philosophy and culture of vintners and the wider area.

He is a 1st level Sommelier (2007 – Society for the development of drinking culture, Sommelier Slovenia), trained wine taster (2009 – Faculty of Biotechnology, University of Ljubljana), 1st and 2nd level Sommelier (2012 – AIS – Associazione Italiana Sommelier, Videm), 2nd level Sommelier (2013 – Society for the development of drinking culture, Sommelier Slovenia), 3rd level Sommelier (2015 – Society for the development of drinking culture, Sommelier Slovenia), and holds the Introductory Sommelier certificate, Court of Master Sommeliers (2019), WSET 3 (2021 – BelVin Wine School).

We worked as a marketing director at Lidl Slovenija d.o.o. (2016–2020), was sales and marketing director at Vipava 1894 d.o.o. (2020–2022), partner and director of Vino d.o.o. (2021–2022), and founded BufoVin, poslovno svetovanje, s.p. (2021–2022). He is a commercial coordinator and wine consultant in DRINX of the BARGROUP group.

He has been participating in various wine-evaluation commissions for many years, and organising various workshops at wine festivals. He actively participates in the training of new sommeliers. He is the vice-president of the Society for the development of drinking culture, Sommelier Slovenia, and the Best Sommelier of Slovenia.

www.bufolin.com



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