

Sel poslovno svetovanje in prodaja

Simon Janša, s.p.

Slovenia – Europe

*PRESENTS*



WINE CATALOGUE 2025

Sel official selling partner, trading slovenian wines worldwide

## ● HISTORY

Situated right in the centre of Maribor is one of the largest and oldest classical wine cellars in Europe. With its rich winegrowing, winery and trade tradition Maribor's Vinag continues its story. It counts 20.000 m<sup>2</sup> and has 2 km of tunnels under Maribor. This winegrowing and winery tradition begun as early as 1847, when the nobleman Alojz Kriehuber from Melje begun cultivating wine and had a wine cellar built for this purpose. This is where you can, along with selected wines, discover the joys of refined wine culture.

When it was combined with an even older brewery cellar after World War II, it becomes the largest classic tunnel wine cellar in Central Europe below the city centre. The history of the cellar has been turbulent - it has survived many historical periods, changed several owners, experienced better and worse times; but at the height of its power, Vinag was one of the largest wine producers and exporters of the former Republic of Yugoslavia.

One of the biggest attractions of Vinag wine cellar is the wine archive, which currently holds the collection of 85,000 bottles of top-quality archival wine. This special wine is suitable for opening on birthdays, other anniversaries, upon achievements and personal success. With the help of a wine expert, you can find and buy suitable archival wine that perfectly fits your taste and represents the year that has a special meaning for you. Give an invaluable unique gift to yourself or your loved ones by buying Vinag special vintage wine.







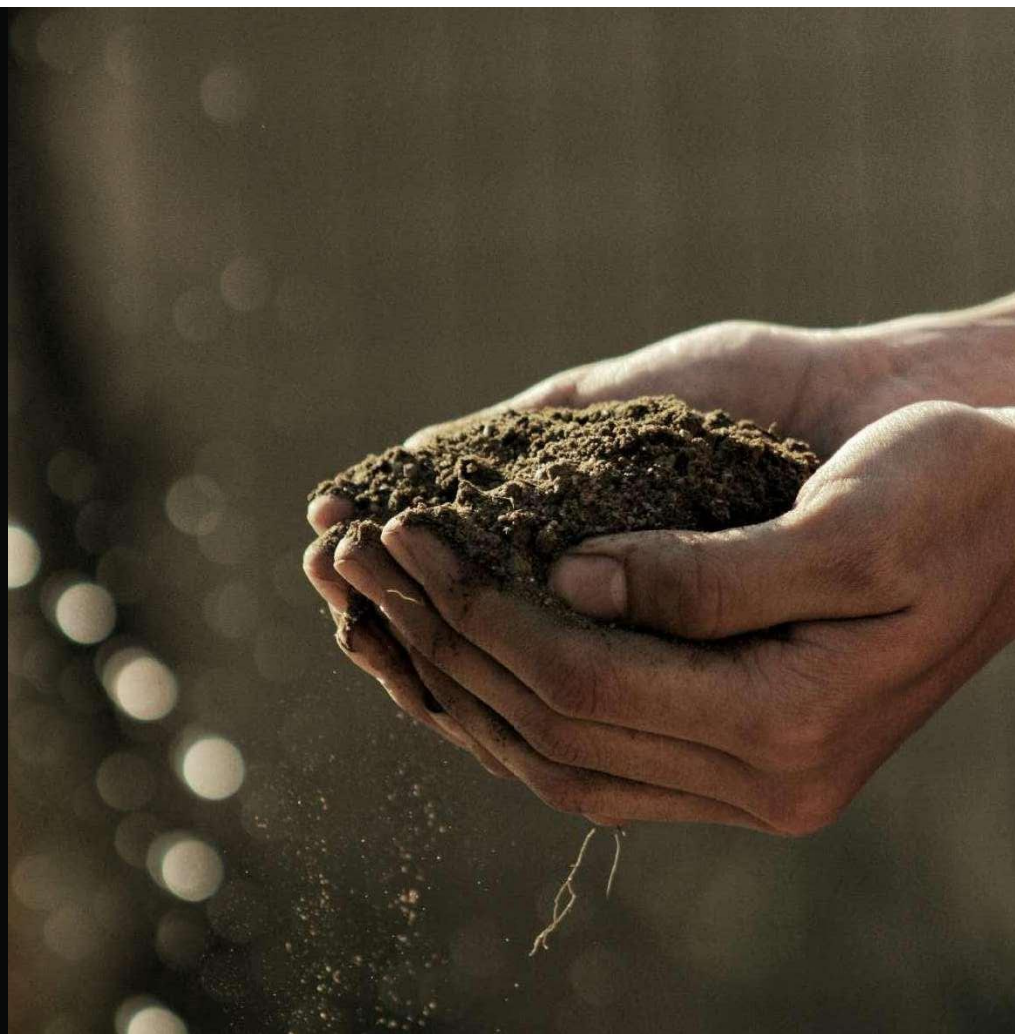


# TERROIR

An ideal combination of cold and warm climates, high thermal excursions, which have a beneficial effect on the development of aromatic potential, sugar concentration and retention of lively acidity. We are in an area characterized by a continental climate. Springs are mild, summers are hot, and winters are cold, this is also reflected in the daytime level, when the days get warmer, and the nights get quite cold.

The composition of the soil, with a predominance of marl, is responsible for the exceptional mineral signature of the wines, which in a long aftertaste express an almost salty mineral hint that is vividly intertwined with freshness and aromas into elegant and delicate flavors.

The wines also reflect the cultural aspect of the area, liveliness, openness, lightness, and elegance. They are wines of joy, socialization and creation of elegant, delicious moments.





## VINEYARDS

Vinag 1847 cultivates 52 hectares of vineyards located on the finest sites in Počehova, Košaki, Gačnik, Taler, and Plač. With diverse vineyard sites and varied terroir, as well as a wide range of grape varieties, we are able to produce wines in different styles, each characterized uniquely by its terroir.

Our philosophy is grounded in the belief that wines should distinctly reflect the environment in which the vines are cultivated and the influence of external factors that shape the fruit's growth. In our selection of freshly bottled wines, we prioritize highlighting the primary aromatic qualities of each grape variety and the unique characteristics of its growing site.

In Mariborčan and Mariborčanka, we showcase the typical grape varieties of the Styrian region, combining them in a single glass to beautifully represent the unique character of Styrian wines, with all their varietal nuances.

Our classically produced sparkling wines, aged in one of Europe's oldest vaulted cellars, boast an exceptionally elegant and refined taste. They serve as a testament to the exceptional conditions offered by the oldest cellar in the 'city beneath the city' for the production of sparkling wines.

18 VIN 47  
AG

WELCOME  
TO THE  
CITY  
BENEATH  
THE CITY



# ARCHIVE CELLAR

The archival cellar is a source of great pride for every winery. An archival wine is considered such if it is more than three years old. The bottle stoppers must be 5 cm long and made of the finest cork. Bottles must lie flat to maintain contact with the wine and prevent drying out. Oxidation occurs if air enters the bottle.

Over time, vintage wines deepen in color and develop tertiary aromas, which mature within the bottle. Archival wines are special and can be enjoyed regardless of when they are consumed or served.

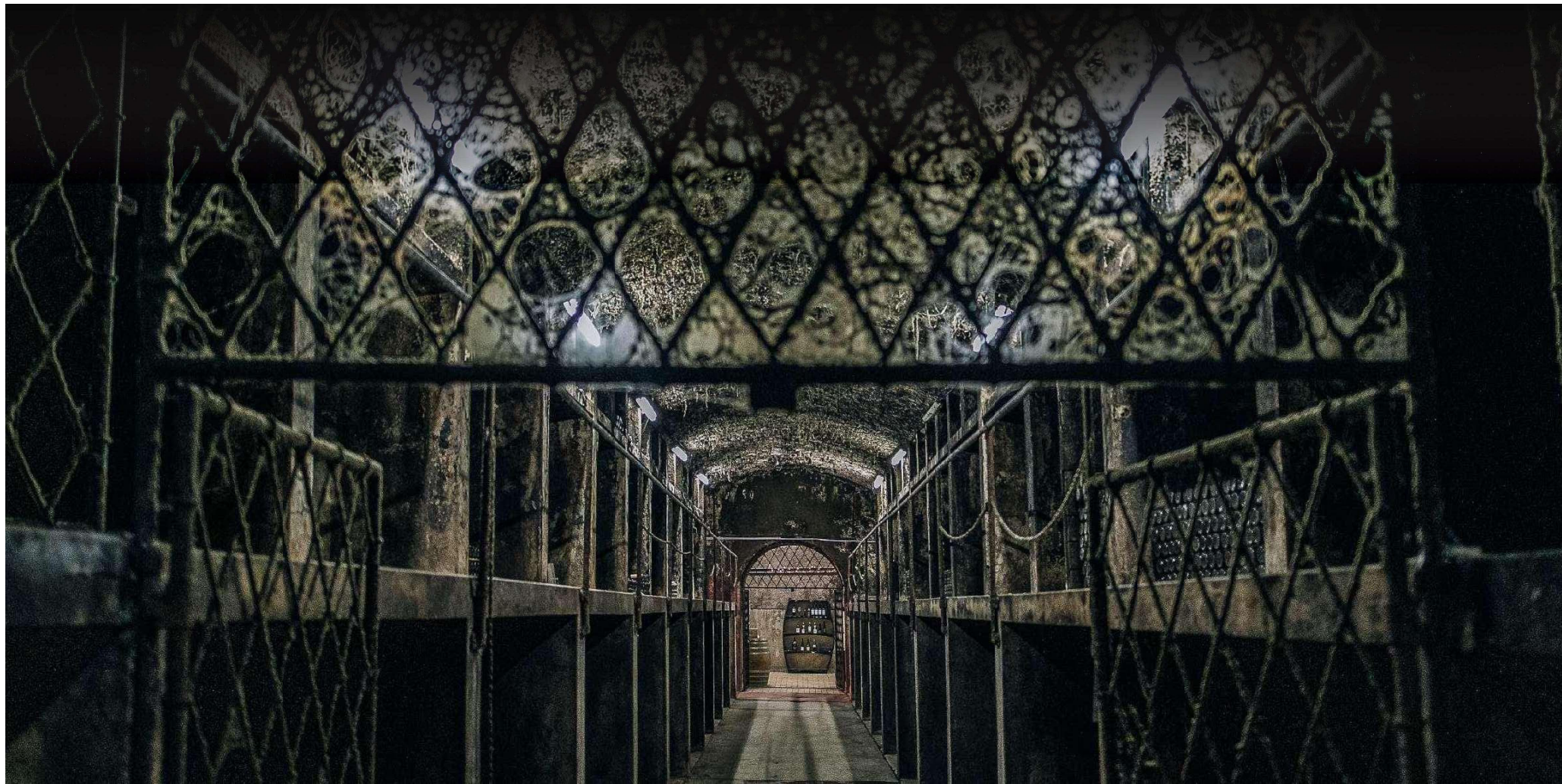
White wines should be opened a few hours before serving to allow them to breathe, while red wines are often transferred to a decanter called a carafe to aerate and separate sediment. Enologists monitor the wine's progress, analyzing its quality every 8 to 10 years and replacing corks as needed, depending on the vintage and cork quality.

Vinag's archival cellar can accommodate 400.000 bottles, currently holding around 90.000. The oldest bottle, a 1946 Laški Rizling late harvest from Svečina, and a 1959 Kraški Teran, are preserved. Other wines hail from various regions of the former Yugoslavia. Unfortunately, there are no older vintages due to losses during World War II.

Over the years, archival wines deepen in color, with varietal characteristics giving way to a ripening bouquet as tertiary aromas develop during maturation.







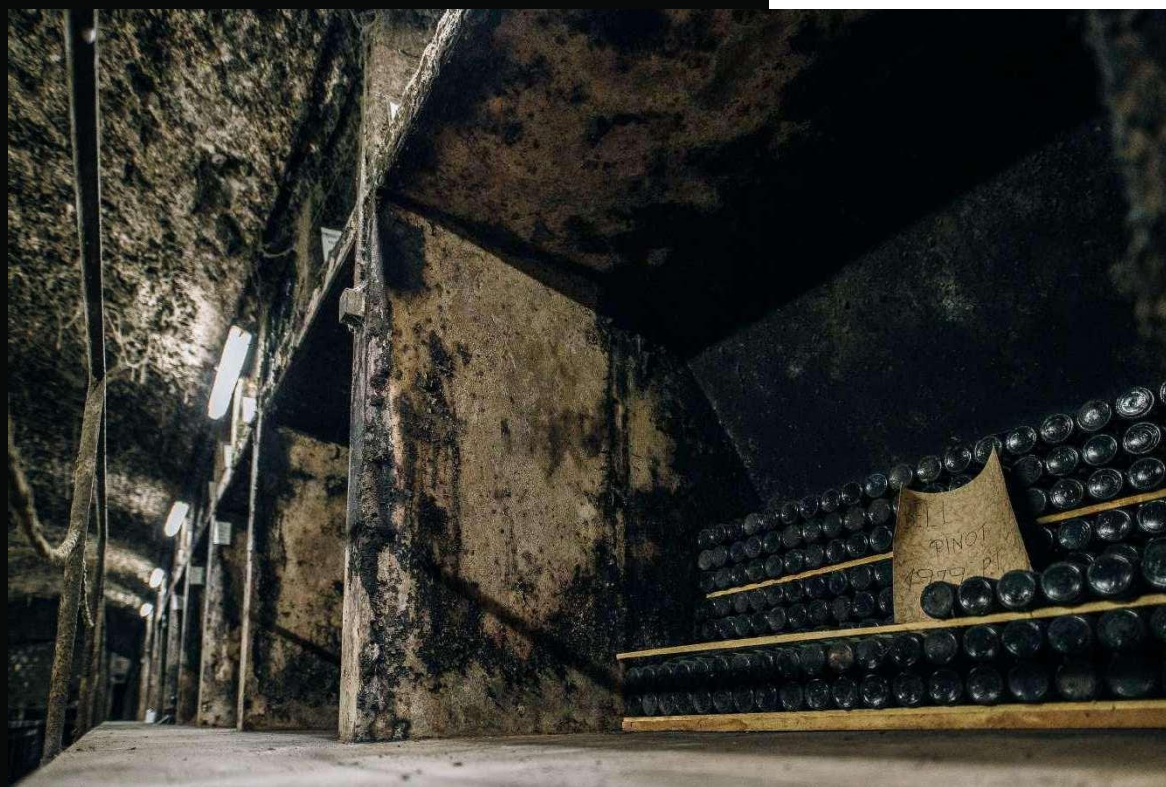


## WINE ARCHIVE

The most precious feature is undoubtedly the wine archive, where we keep bottles of the best vintages. Inside you can discover bottles from the year 1946, which in itself carries a rich story and history.

The wine archive occupies a special spot in the hearts of all wine connoisseurs and enthusiasts. Hidden and kept in wine archives around the world lay wine bottles of special vintages of unimaginable values. Through aging, wines of the highest quality gain flavour and aromas over the years, which again increases their value. Enjoy a stroll through our wine archive and witness history in the making.

This special wine is suitable for opening on birthdays, anniversaries, celebrating achievements and personal special days. With the help of a wine expert, you can find and buy an archival wine of a vintage that suits your taste and has a special meaning for you and gift yourself or your loved ones a unique gift.



»THERE IS NO OTHER WINE CELLAR OF THIS KIND IN SLOVENIA AND NOBODY DISPOSES OF SUCH QUANTITIES AND VINTAGES.«

# KRIEHLUBER LINE

Classically produced sparkling wines, matured in one of the oldest vaulted cellars in Europe, boast an extraordinarily elegant and sophisticated taste. They serve as proof that the oldest cellar in the 'city beneath the city' offers unique conditions for the production of sparkling wines.







## / BRUT CHARDONNAY

Brilliant, golden yellow color with many, tiny and fairly persistent bubbles.

The aroma is intense and reveals the charm of a Chardonnay produced by the traditional method, ripe yellow apples, a hint of tropical fruit, and candied lemon. Followed by perceptions of almond blossom, intertwined with butter, vanilla cream, we also perceive puff pastry and a gentle hint of white bread core.

It is a bone-dry sparkling wine with perceptible softness, accentuated freshness and almost salty minerality. Many bubbles fill our mouths acting creamy. It is a medium-bodied sparkling wine with an intense, elegant and substantial aftertaste in which citrus and fruit perceptions are especially reflected, intertwined with notes of cream and marzipan.



Raw fish dishes, sea bass carpaccio, also shrimps, tender and young cow cheeses

/ SEC

## CHARDONNAY

Brilliant, golden yellow color with a golden hue and many, tiny and persistent pearls.

Intense aromas remind us of a ripe yellow apple, mango, followed by the scent of bergamot and lemon. Eventually we notice marzipan, crispy pan brioche dough, butter and a hint of toasted toast.

The slightly sweet taste suggests that it is a semi-dry sparkling wine with a soft feel. The freshness is emphasized, and the bubbles elevate it, leaving a mineral aftertaste. The taste is balanced thanks to the residual sugar expressing into an elegant and long-lasting aftertaste of medium structure. Fruit perceptions, butter and hints of toast repeat on the palate.



Asian fish dishes, young cow, and goat's cheeses, also tender, not too sweet cottage cheese-based desserts





/ BRUT  
**ROSE** (ROSÉ)

Brilliant, light pink color with many, fine and very persistent bubbles.

The bouquet is highlighted and pampers us with perceptions of red apple, blood orange, currant, and raspberry. A hint of red rose is followed by a touch of nuts, a slight hint of caramel and toasted.

The taste is bone-dry, soft. Bubbles accentuate the flavor and leave a mineral, almost salty finish. It is an intense sparkling wine, medium-bodied with an elegant and persistent taste, which expresses in flavors of ruby chocolate, raspberry, and citrus.



Sashimi, grilled shrimp, beef tartare or beef carpaccio





# HORECA LINE

Selected vineyards from carefully chosen grapes. This is the Horeca line, which brings you quality wine with a more mineral-rich and fuller taste.





/ DRY

## CHARDONNAY

Straw-yellow color.

Primarily aromatic due to grapes from carefully selected vineyards.

The aroma is exceptionally aromatic. Notes of yellow pear, pomelo, white peach, with a hint of grassy tones and butteriness are discernible.

The taste is soft with pronounced freshness. It offers an intense, persistent flavor.



White meat dishes



/ DRY

## SAUVIGNON

Pale lemon yellow with golden undertones.

The aroma is pronounced and youthful, with a well-defined varietal character. Notes of elderflower, green pepper, gooseberry, and hay are discernible.

The palate character is clear, presenting a wine with medium structure, highlighted freshness, and a lingering finish of citrus and minerality.



Salad, pasta, cured meats





/ SEMI-DRY

## ROSE (ROSÉ)

Medium-deep rosé color.

The aroma is youthful and juicy, offering intense notes of ripe berries, cooked fruit, and cranberries, finishing slightly spicy.

The wine is soft, sweeter, lighter, with a fresh feel and a pleasant oily texture. It has a medium-long finish of peaches and raspberries.



Beef tartare, beef carpaccio



/ SEMI-SWEET

## RUMENI MUŠKAT (YELLOW MUSCAT)

Pale lemon color.

The aroma is clear, musky, floral with a hint of orange. The scent is intricately structured.

The wine is sweeter, light-bodied with a well-balanced residual sugar. The taste in the mouth is diverse, broad, and intense. It has a long finish with hints of citrus and fruity notes.



Grilled fish, pasta, shellfish, fruit-based desserts



/ SEMI-SWEET

## TRAMINEC (TRAMINER)

Glistening golden yellow color.

Traminer is characterized by intense and strong varietal characteristics.

It's an aromatic and slightly sweet wine. Reminiscent of wild roses, pear, and green apples, with subtle hints of passion fruit and lemon in the background.

It captivates with a full flavor, oily texture, and a gentle finish of tropical fruit.



Exotic Middle Eastern dishes, duck, panna cotta with forest fruits, moderately sweet desserts





# LINE #23

In our range of freshly bottled wines, we primarily emphasize the primary aromatic qualities of each variety and the vineyard sites that best characterize them.





/ DRY

## CHARDONNAY

A wine with a crystal, straw-yellow color and a fairly dense texture.

The bouquet is intense and fine. We detect apple, white peach, lemon, almond blossom and a gentle grassy hint.

The taste is dry and percievably soft. Freshness is emphasized and intertwined with the mineral signature of the wine. An intense tasting wine with elegance, medium-body and persistent, in which the fruitiness is intertwined with citrus and freshness.



Sashimi, oysters, also an gratin Jacobins and white meat dishes



/ DRY

## SAUVIGNON

Crystal clear, strawy yellow color with a green hue and denser texture.

Its accentuated aromas are reminiscent of vineyard peach, lime, elderflower, white rose, a delicate hint of almond, lemon balm and freshly cut grass.

The taste is dry, with emphasized freshness and minerality. Its intense flavors reveal the elegance of a wine with a medium structure and a long-lasting taste in which we can detect basil, green apple, white peach, and lime.



Sushi, dishes with a touch of Asia, also chicken dishes



/ SEMI-DRY

## ROSE (ROSE)

Crystal, salmon colors with a copper tint and dense texture.

Intense perceptions act mostly fruity; nectarine, raspberry, cranberry, orange peel, the finish is marked by a hint of marzipan and red grapefruit.

The wine is semi-dry and soft, freshness balances it out and the minerality emphasizes the fruity flavors of the wine. The intense taste works elegantly, medium-bodied, and persistent. Peach, raspberry, and a touch of cooked fruit can be perceived in the aftertaste.



Salmon or trout dishes, also steak tartare or beef carpaccio

/ SEMI-SWEET

## RUMENI MUŠKAT (YELLOW MUSCAT)

Crystal clear, strawy yellow in color, with a dense texture.

Its intense bouquet reveals the charm of this variety. White rose, linden flower, white peach, gentle hints of banana, lemon, lemon balm and grass.

Medium-sweet and soft in the mouth. Its freshness is lively and the minerality is nicely balanced by the sugar. It is an intense wine, with a medium-body and a long-lasting taste with accentuated, mostly floral, and fruity perceptions.



Young cow's and sheep's cheeses, tender, not too sweet desserts based on cream or fruit



# NOBLE LINE

The wines from the Noble line are produced only from the finest vintages and are meticulously crafted by hand from carefully selected premium vineyards. These wines undergo maceration for one to three months, and then mature in oak barrels for nearly 24 months. They are attractive wines that offer more.





/ DRY

## SAUVIGNON

Two-day macerated wine matured in acacia barrels for 18 months. It's complemented by fresh wine aged in stainless steel tanks.

Golden yellow color.

The bouquet is intense, reminiscent of hay, elderflower, ripe pear, while refreshing with a hint of passion fruit. The taste is intense and elegant.

The wine has a rounded flavor, moderate acidity, and minerality with a lasting aftertaste, which, due to the selected acacia barrels, leaves sweeter perceptions of matured figs and honey in the wine.



Dishes with an Asian touch, chicken dishes.



/ DRY

## RENSKI RIZLING (RIESLING)

Aged for 18 months in oak barriques.

Golden yellow color with a sheen.

This Riesling expresses the varietal character of vineyard peach, apricot, basil, and a hint of candied lemon with petrol notes. Butter note is perceptible, a result of biological aging.

In the mouth, the wine feels warm due to higher alcohol content, full and pleasantly fresh due to moderate acidity



Wine pairs excellently with cured meats, roast pork, gibanica (a Slovenian pastry), and apple strudel



/ DRY  
**LAŠKI RIZLING**  
 (WELSCHRIESLING)

Deep golden yellow color.

Classic maceration lasting 2 months and a minimum of 18 months aging in oak barriques. It is unfiltered.

The intense bouquet reminds of incense, herbs, candied orange, herbs, a hint of petrol notes, and dark chocolate due to prolonged maceration. The wine is complex, mineral, and pleasantly fresh. The taste is intense, full, and elegantly persistent.



Cold appetizers, prosciutto, pork, prawns, pairing with herbs



/ DRY  
**MODRI PINOT**  
 (PINOT NOIR)

Classic maceration lasting 3 weeks, followed by a minimum of 18 months aging in oak barriques.

Garnet color with cherry hues.

The bouquet is more intense, reminiscent of red berries, forest fruits, incense, with a hint of cherry in the background. It's pleasant and promising.

The wine is soft, warm, full-bodied, with moderate acidity, rounding up nicely in the mouth. Oak notes are evident in the aftertaste. The perception of buttery notes is an expression of biological aging.



Wine pairs nicely with various mildly spiced meat dishes, grilled food, duck, and tuna tartare



# CUVÉE LINE

In Mariborčan and Mariborčanka wines, we can find all the typical varieties of the Styrian region, thus encapsulating in one glass the unique character of Styrian wines, along with all their varietal specificities.





/ SEMI-DRY  
MARIBORČAN

Brilliant, straw yellow color with a greenish hue and denser texture.

Intense perceptions reveal lemon, pomelo, melon, peach, white rose and grass.

The wine is semi-dry, with a lively freshness and accentuated minerality, intertwined with a slight residual sugar. The taste is intense, medium-bodied, and elegantly persistent. Flavors of fruitiness and flowers are confirmed on the palate.



Starters, tender appetizers, warm bread with a slice of lard, raw langoustine, or prawns



/ SEMI-DRY  
MARIBORČANKA

A wine with strawy yellow color, with a very translucent and crystal-clear reflection.

The bouquet is highlighted, fine. We detect green apple, yellow grapefruit, bergamot, and lime. This is followed by perceptions of elderflower, freshly cut grass and mint.

The taste is medium-dry, the emphasized freshness and minerality pleasantly balance it prolonging the sensations. It is an elegant and intense wine, with a medium body and structure that reveals flavors of citrus, elderberry, grass and mint.



Gentle appetizers such as sea bass carpaccio, or canapés with trout caviar, also tramezzini

# EXPERIENCES

## WINE CELLAR TOURS



Guided tour of one of the LARGEST wine cellars in the centre of Maribor:

- a walk through the tunnels of the wine cellar with a total length of 2 kilometres
- an interesting and educational experience
- a walk among more than 144 wooden barrels
- a tasting of Vinag's wines
- a visit of the archive

### CLASSIC

guided cellar tour  
3 wine samples

### CLASSIC PLUS

guided cellar tour  
4 wine samples



### PREMIUM

guided cellar tour  
cheese plate  
5 wine samples

### EXTRA PREMIUM

guided cellar tour  
meat plate  
5 wine samples



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SEI proudly presents Slovenian wines and wine culture,  
flourishing from a rich tradition of cultivating *Vitis vinifera* in the heart of Europe,  
now brought to wine lovers across the globe.