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Simon Janša, s.p.

Slovenia – Europe

*PRESENTS*



WINE CATALOGUE 2025

Sel official selling partner, trading slovenian wines worldwide



# Štajerska Region of Slovenia

— THE HOME OF EXCELLENT  
SLOVENIAN WINES

## THE WINE-GROWING DISTRICT OF THE ŠTAJERSKA REGION

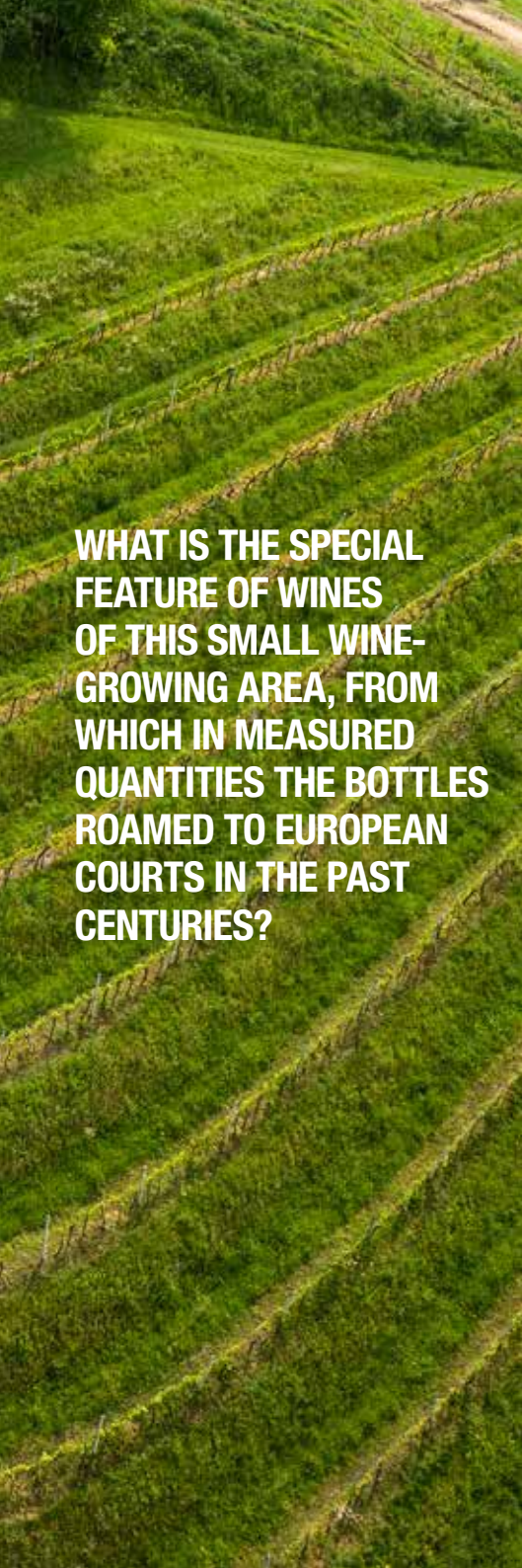
*is the largest in Slovenia, with the Ljutomer-Ormož Hills in Prlekija being its north-eastern part. This is the land of hundreds of terraced hills, wind-rattles (klopotec), thermal springs and spas, and rich cuisine, as well as cultural, natural and ethnological heritage.*

*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.*

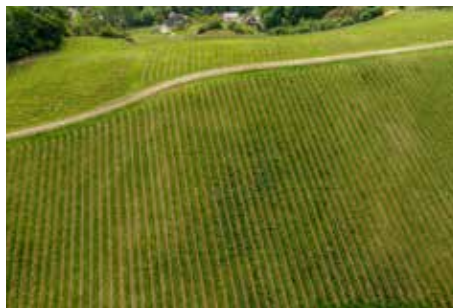
*The Ljutomer-Ormož Hills captivate with their idyllic landscape. You rarely see the beauty and friendliness of nature so well combined with the kindness and hospitality of people as in the Ljutomer-Ormož district. This vibrant land has given its character to the local people.*







**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 Jerusalem, 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.

## 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.

Perfect serving  
temperature: 16–18 °C



**MUR  
SA**  
*Wine*



## ROSÉ CECILIA

2023

### – Dry rosé wine

100% pinot noir,

single vineyard

0.75 L

13.5 ABV

A wine of light pink colour, copper hue and dense. Its intense aromas are delicate and fresh. We can detect peach, raspberry, rose hip, orange and a note of fresh forest undergrowth. It has a balanced, soft, perceptibly warm mouthfeel. Its freshness and minerality are in harmony and provide a more structured rosé with an intense and elegant character with a long persistence.

## 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 7 months in an inox barrel and bottled in late April 2024.

## 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**  
**2022**  
– *Dry white wine*  
100% sauvignon blanc,  
single vineyard  
**0.75 L**  
**12.5 ABV**

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A Sauvignon Blanc with a crystal clear, straw-yellow colour and a dense imprint.

Its accentuated bouquet is luxurious, we detect aromas of grass, basil, lemon balm, elderberry, as well as lemon, apple, and gooseberry. The finish offers gentle hints of fine lees, reminiscent of nuts. The taste is intense and refreshing. The first impression is soft, but the lively freshness emphasises it and seduces it into a persistent and elegant aftertaste.

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**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 March 2023.

**FOOD PAIRING**

Sauvignon Blanc is a wine that will not disappoint when paired with seafood. It is a very suitable companion for asparagus dishes, white meats and pork chops. It can be paired with sushi and fish, flavoured with rosemary and thyme. When choosing a cheese to accompany sauvignon, medium-flavoured cheeses are the best.

**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



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*Wine*



## 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.





## CHARDONNAY

2022

### – Dry white wine

100% chardonnay,

single vineyard

0.75 L

12.5 ABV

A wine with a crystal clear straw yellow colour with a golden hue and dense texture. Its intense bouquet expresses primary aromas interlaced with gentle maturation in selected vessels. Citruses, expressed with bergamot, lemon and grapefruit connect with yellow apple, jasmine flower, nuts and lees, all rounded up with hints of butter and vanilla. The taste is soft, with perceivable warmth. Its lively freshness emphasizes the mineral signature. An intense and elegant wine, medium-bodied with a long-lasting 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 in March 2023.

## 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



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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 Strezetina, 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

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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.

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## 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 Strežetina, 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.





## PINOT BLANC

2020

### – Semi-sweet white wine

100% pinot blanc,

single vineyard

0.75 L

12.0 ABV

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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.

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## 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

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*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—**  
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MA  
RO  
Slovenia

|

KLET  
CELLAR



# *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*

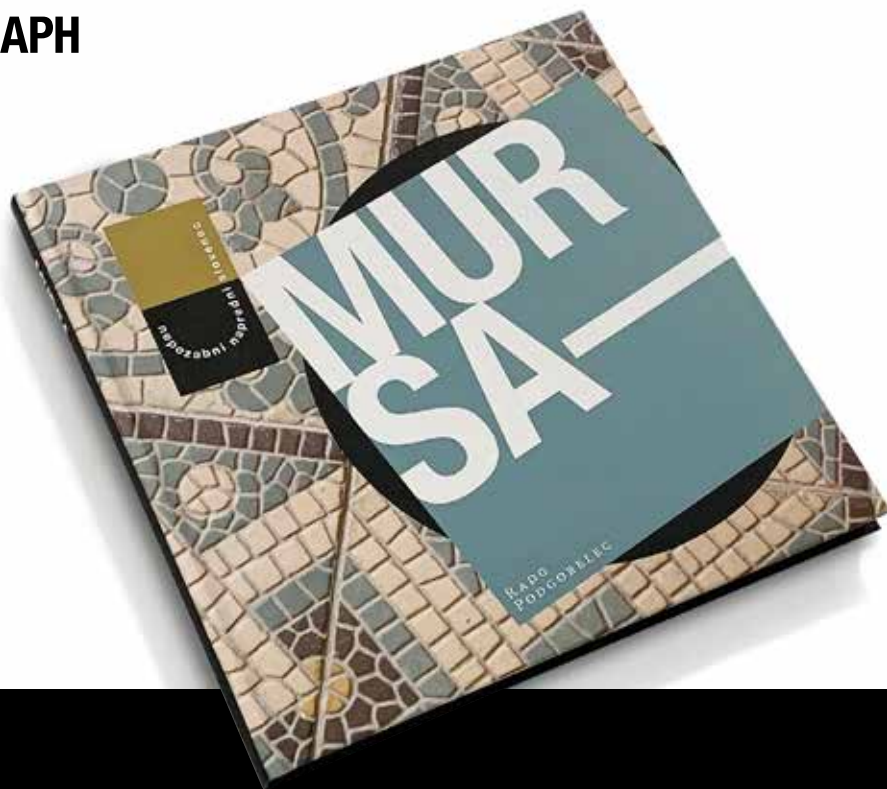


# THE MONOGRAPH

## MURSA

– UNFORGETTABLE  
PROGRESSIVE  
SLOVENIAN

*You can order the book  
at Gracer Publishing  
[info@grafika-gracer.si](mailto:info@grafika-gracer.si)  
[www.grafika-gracer.si](http://www.grafika-gracer.si)*



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













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