

MOVIA

Čistost in brezčasnost Purity and timelessness

Posestvo Movia je uradno nastalo leta Gospodovega 1700 in obsega 22 hektarjev prvovrstnih vinogradov, skupaj jih je 18, nekaj na slovenski in nekaj na italijanski strani meje v Brdih. Dobrih 100 let pozneje, 120, če smo natančni, se je v družino, ki je upravljala s posestvom, priženil prvi Kristančič. Od takrat, kmalu bo tega 200 let, je ta priimek s posestvom postal neolčljivo povezan. Posestvu je uspelo preživeti obe svetovni vojni, toda šele s sedanjo, osmo generacijo, na čelu z Alešem Kristančičem, so se vina, ustvarjena na posestvu, dvignila iz povprečja. Začelo se je dovolj preprosto, s prehodom iz prodaje »odprtega« vina na prodajo ustekleničenega vina, kar je za sabo potegnilo pridelavo vina po sortah in prve zamatke blagovne znamke Movia. Zakaj Movia in ne Kristančič? Ker je ime krajše, lepše zveneče in predvsem lažje izgovorljivo na tujih trgih, kamor so pogledovali že takrat. Poleg tega je že takrat obstajala možnost zamenjave

The Movia estate was officially created in the year 1700 and is comprised of 22 hectares of prime vineyards, 18 altogether, some on the Slovene and a few on the Italian side of the border in Brda. A good 100 years later, 120 if we are precise, the first Kristančič married into the family who managed the estate. Since then, it will soon be 200 years, this surname has become inextricably linked with the estate.

The estate managed to survive two world wars, but only with the current eighth generation, led by Aleš Kristancic, the wines created on the estate rose above the average. It started simply enough, with the transition from the sale of "open" wine to the sale of bottled wine, which led to the cultivation of wine by varieties and the first beginnings of the brand Movia. Why Movia and not Kristančič? Because the name is shorter, sounds better and above all is easier to pronounce in foreign markets, to where



Biti blizu naravi, uživati v pesmi življenja, preprostost lepote bivanja ... vse to je tisto, kar nas privlači na barkah. Zgodba brezčasnosti in neskončnosti, ki jo šepetajo valovi, prinaša pa slani veter, je tisto, kar nas vleče na morje. Doživeti izgubljene sanje, začutiti veselje sveta, spoštovati trdo delo in umetnost človeka v sodelovanju z naravo pa je tisto, kar nas vleče k vrhunskemu vinu. Ta ni samo substanca, temveč samosvoj svet, ki zahteva poznavanje njegove zgodovine, pravil, anekdot, veselja, žalosti, vonja. Le tako nam lahko da svojo največjo vrednost, to, česar ni mogoče ubesediti. Tako kot morje.

Being close to nature, enjoying the melody of life, the simplicity of existence's beauty, ... this is what attracts us to boats. The story of timelessness and infinity, the one the waves whisper and the salty wind brings, is what calls us to the sea. To experience a lost dream, to feel the joy of the world, to respect the hard work and the art of man, in cooperation with nature, is what draws us to premium quality wine. Wine is not only a substance but a self-contained world that requires knowledge of its history, rules, anecdotes, joys, sorrows, smells ... so that it may give us its highest virtue, that what cannot be put into words. Just like the sea itself.

z drugimi Kristančiči, ki so se prav tako vzpenjali v svetu slovenskega vina. Sprva, kot je navada, so svoja vina pošiljali na takratni jugoslovanski trg, bili so tudi ekskluzivni dobavitelj vin za protokolarne potrebe SFR Jugoslavije. Po zaslugi Franja Tuđmana je pozneje dobro deloval predvsem hrvaški trg, kjer pa se je romanca skupaj s plamenom vojne in izgubo nekaj tisoč steklenic, ki so postale vojni plen, zaključila. Izkušnja jih je spodbudila, da so pogled usmerili v drugo smer, proti Zahodu. Stara vinska modrost pravi, da ko se vinar s svojim vinom dokaže v Italiji, so mu odprta vrata na ameriški trg, če prepriča še tega, lahko osvoji svet. Ko je bil sivi pinot Movia uvrščen med 10 najboljših na svetu, kot poreklo pa je bil zaveden italijanski del Brd Collio, kjer se nahaja vinograd v lasti Movie in iz katerega je vino prišlo, se je preboj med svetovno vinarsko elito lahko pričel. Dandanašnja gonilna sila Movie, Aleš Kristančič, je človek, ki je podedovano tradicijo razvil do vrhunske stopnje, na kateri se danes nahaja. Lahko bi rekli, da je tudi umetnik, predvsem pa »Un bon vivant« v pravem pomenu te besedne zveze. Po duši glasbenik že celo življenje išče glasbo v

they had aimed their sights at. In addition, at that time, there was a possibility of being confused with other Kristančičs, who were also rising in the world of Slovenian wine.

Initially, as was custom, they sent their wines to the then Yugoslav market - they were also an exclusive supplier of wines for the protocol needs of SFR Yugoslavia. Thanks to Franjo Tuđman, the Croatian market flourished, when, with the flames of war blowing up and the consequent loss of several thousand bottles which became war trophies, romance came to its end. The experience prompted them to turn their eyes in the opposite direction, towards the West. An old wine wisdom says that when a winemaker proves himself with his wine in Italy, the door to the US market are open, if he convinces them as well, he can conquer the world. When Movia's Grey Pinot ranked among the top ten in the world, with its Italian Brda-Collio pedigree, where the vineyard owned by Movia was located and consequently from where the wine originated, the beginning of Movia's rise amongst the world's wine elite could start.

vinu, čeprav mu tudi druge oblike uživanja v življenju nikakor niso tuje. Tako je bil, na primer, tudi eden od začetnikov gibanja »Slow Food« v Sloveniji. Predvsem pa je to mož velikih ambicij in širokega srca. Že na samem začetku je meril na zvezde, saj si je za cilj postavil mesto med desetico najboljših vinarjev na svetu. Da pa bi se lahko prebil med najboljše, je bilo potrebno nekaj več, potrebno je bilo dvigniti raven vinske izkušnje na nov nivo, najboljše tako, da si začetnik nečesa novega, drugačnega, morda urezati kar novo smer vinarstva.

Prav takšno smer se je namenil Aleš odkriti z Movio. Toda preden nastane vsebina, mora obstajati duh, da dobi celotna zadeva globino in trden temelj, na katerem se lahko razvija v prihodnosti. Takšen temelj predstavlja filozofija v ozadju pridelave vin Movia. »Če ješ ali piješ nekaj, kar je bilo ustvarjeno tako, da pusti za sabo »mrtvo«, onesnaženo zemljo, potem tudi to, kar uživaš, ni čisto. Zato je potrebno ustvarjati čisto, v sožitju z naravo in jo brezmejno spoštovati.« Vrhunska šolanja v tujini, spoznavanje vinarstva iz vseh zornih kotov, večletno trdo, predano delo na lastni zemlji in takšna filozofija za podlago so se združili v izjemnem končnem rezultatu: penini Puro in vinu Lunar. To sta prvi v seriji vin, ki so povzročila preboj Movie v svetovni vrh in, kar je še bolj pomembno, vrnila vino nazaj k naravi in s tem sprožila novo smer vinarstva.

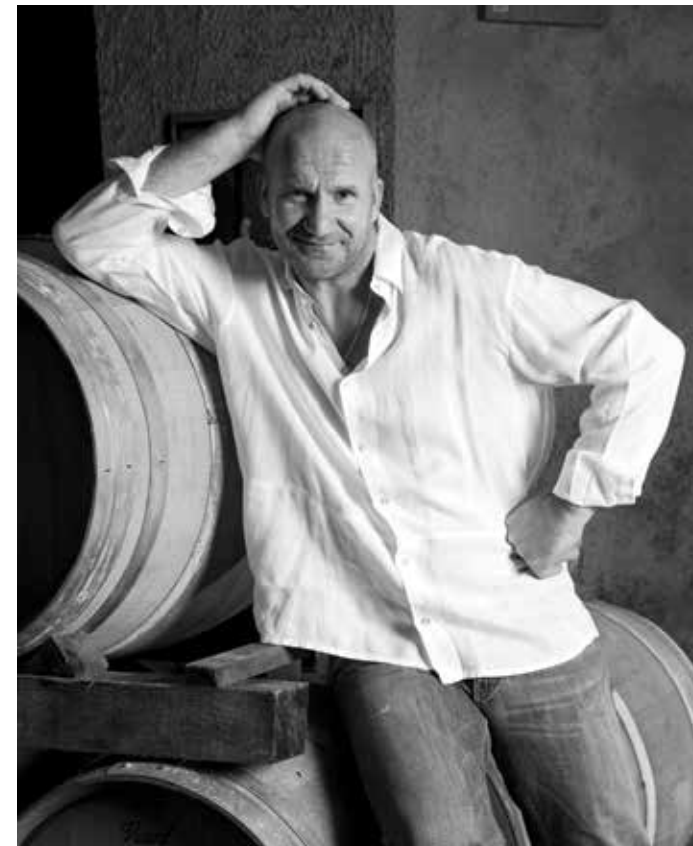
Za razliko od klasičnega procesa pridelave vina pri Movii penini Puro in vinu Lunar ne dodajajo nikakršnih konzervansov, žvepla ali dodatnih kvasovk. Ob pretakanju in poznejšem stekleničenju vino tudi ni filtrirano, v steklenico pride skupaj z drožmi. Pri penini Puro se tako, za razliko od klasične metode, ne dodaja sladkorja in dodatnih kvasovk, da bi spodbudili sekundarno fermentacijo. Namesto tega dodajo sladki mošt z njemu lastnimi mikroorganizmi, ki nato povzročijo, da zrelo vino fermentira v steklenici. S tem se vino približa, kolikor je le mogoče, tistemu vinu, ki ga je človek izvorno odkril v naravi. Okusa, barve in življenja tako pridelanega vina vinar ni umetno »uredil«, temveč kar najboljše izraža čistost pridelave, mojstrstvo vinarja/kletarja in »cvetico« območja, na katerem je bilo pridelano. Tako vino ima še dve specifični lastnosti. Kot veste, običajne penine in vina doma ni priporočljivo dodatno starati; ko je enkrat stekleničeno, je namreč njegova pot v večini končana. Pri serijah Lunar in Puro, kot že omenjeno, je stvar nekoliko drugačna. Puro, kot peneče vino ob stekleničenju ni ne degožirano (postopek, kjer se ob stekleničenju odstrani mrtve kvasovke in doda odpremi liker) in ne filtrirano, ne filtrirano pa je tudi vin Lunar, tako da usedlina, kot naravni konzervans, ostane pri obeh v steklenici (kot jo kupite). To vinu omogoči, da živi naprej in je poleg pitja primerno tudi za arhiviranje.

Vendar to pomeni tudi, da morate proces filtriranja in degožacije namesto kletarja opraviti vi. In tu se je pokazal genij hiše Movia in Aleša Kristančiča. Razvili so poseben, atraktiven in očesu prijazen postopek odpiranja teh vin ter nato skozi žive in video predstavitve pričeli izobraževati in navduševati vinsko publiko. Po zaslugi deljenja posnetkov odpiranja teh vin na socialnih omrežjih, se je koncept hitro razširil po celem svetu, dokler niso začeli gostje v restavracijah povpraševati po vinih hiše Movia. To je nato spodbudilo tudi uveljavljene revije in blogerje (ki imajo dandanes morda največji vpliv na trg), da so namenili Movii obsežno pozornost v obliki člankov, predstavitev in ocenjevanj. Šele nato je sledilo izobraževanje someljev in gostincev, ki so ta vina prodajali, kar je dokončno utrdilo novi trend. Movia je za preboj uporabila tako imenovani pristop »od spodaj navzgor«. Slovenija je (bila) v svetu vina še vedno dokaj nepoznana, čeprav slovenska vina dostikrat posegajo po odličjih na svetovnem nivoju. V današnjem svetu namreč letne prireditve ne štejejo več veliko, ker jih je preprosto preveč, neogibno pa so podvržene tudi subjektivnim prioritetam lokacije in ocenjevalcev. Zato bo novost iz Francije ali Italije vedno imela tržno prednost, čeprav morda ne prednosti v kvaliteti. Danes posledično tudi v vinskem svetu za tržni uspeh štejeta le čas in količina prostora, ki ti ga namenijo vodilni vplivneži, kot sta na primer reviji Decanter ali Wine Spectator. S pristopom od spodaj navzgor in konstantnim doseganjem vrhunske kvalitete si je hiša Movia uspela zagotoviti stalno mesto v njihovi vsebini, kar jo trdno postavlja med vodilne svetovne vinarske hiše. To pa nikakor ne pomeni, da lahko spijo na lovori kah, ostati na vrhu je namreč težje kot priti do tja.

Vsakodnevni trud, neskončna predanost in brezkončna ljubezen, ki jo družina Kristančič namenja svojim vinogradom in vinom, zagotavljajo trden temelj, preko katerega se bo hiša Movia na vinskem Olimpu lahko obdržala tudi v prihodnosti.

"Movia je način življenja v vsej njegovi veličastnosti, čistosti narave in iskrenosti avtorja."

"Movia is a way of life, life in all its glory, purity of nature and sincerity of the author."



Today's driving force of Movia, Aleš Kristančič, is the man who has embraced his inherited tradition and has developed it to the high level on which it stands today. We could say that he is also an artist and above all, "Un bon vivant" in the truest sense of the phrase. In his soul, he is a musician; he has been searching for music in wine for his whole life, even though other forms of enjoyment are by no means foreign to him. For example, he was one of the initiators of the "Slow Food" movement in Slovenia. Above all, this is a man of great ambitions and a big heart. From the very beginning, he has aimed high, since he had set to place Movia among the top ten winemakers in the world as a goal. However, in order to become one of the best, it takes more; it was necessary to raise the level of experiencing wine to a new height, preferably by being the pioneer of something new, different ... maybe to cut a new direction of wine production altogether.

And this is exactly what Aleš intended to do with Movia. But before the content, there must be a spirit, so the product can gain depth and a solid foundation on which it can grow in the future. Such a foundation is the philosophy behind the cultivation of Movia wine. "If you eat or drink something that has been created in such a way that it leaves behind "dead", contaminated soil, then what you enjoy is also not pure."

It is, therefore, necessary to create cleanly, in harmony with nature and with boundless respect for it". Excellent schooling abroad, getting acquainted with winemaking from all angles, years of hard, dedicated work on his own soil, and with such a philosophy for his basis, all this joined together to create the exceptional final result - the Puro sparkling wine and the Lunar wine. These are the first in a series of wines that caused Movia's breakthrough into the world elite. More importantly, it has returned wine back to nature and thus triggered a new direction in wine production. You see, unlike the classic wine production process, no preservatives, sulfur or extra yeasts are added to the Movia Puro sparkling and Lunar wine. At the time of its making and subsequent bottling, the wine is also not filtered, so it comes in a bottle along with its lees. Thus, unlike the classic method, Puro sparkling wines do not receive any sugar or extra yeast to promote secondary fermentation.

Instead, sweet with its own microorganisms is added, which then causes mature wine to ferment in the bottle. By doing so, the wine approaches, as much as possible, the wine that was originally discovered in nature by man. The taste, colour and life of thus produced wine have not been artificially "edited" in any way by wine-makers. This best reflects the purity of the cultivation itself, the mastery of the winemaker/wine cellar and the "bouquet" of the area on which it was produced.

This wine has two additional specific characteristics. As you know, ordinary sparkling wines and other wines should not be matured any further once bought, their journey is mostly completed when they are bottled. As for the Lunar and Puro series, as mentioned above, the Puro (as a sparkling wine) is not degorged (the process where dead yeast is removed when the bottle is flushed and the dispensing liquor is added) also, both Puro and Lunar are not filtered, so that any lees and yeast are left in the bottle as a natural preservative (as you buy it). This allows wine to live on and is then also suitable for archiving in addition to drinking.

However, this also means that you have to do the process of filtering and degorging instead of the cellar. And here is where the genius of the house Movia and Aleš Kristančič is shown. They developed a special, attractive and eye-friendly process of opening these wines, and then, through live and video presentations, they began to educate and excite the wine public. Thanks to the video sharing of the opening of these wines on social networks, the concept quickly spread around the world until restaurant guests began to demand these wines. This has then encouraged well-established magazines and bloggers (who today may have the biggest impact on the market) to devote extensive attention in the form of articles, presentations and evaluations to Movia. Only then the education of sommeliers and caterers who sold these wines could begin, which finally consolidated the new trend. Movia used the so-called bottom-up approach to breakthrough into the elite.

Slovenia was (and still is) quite unknown in the world of wine, although Slovenian wines often receive world-class medals. In today's world, annual events no longer count, since there is simply too many of them and they are inevitably also subjective to the priorities of the site and its evaluators. Therefore, any innovations from France or Italy will always have a market advantage, although it may not be a quality advantage. Consequently, in the wine world, only the time and amount of space the top of the line quality in its products, the Movia House manages to achieve, firmly establishes it among the world's leading wineries. This does not mean that they can take a breather though, staying at the top is harder than getting to it. With the bottom-up approach and constant achievement of top of the line quality in its products, the Movia House manages to achieve, firmly establishes it among the world's leading wineries. This does not mean that they can take a breather though, staying at the top is harder than getting to it. The everyday effort, endless devotion and endless love given by the family Kristančič to their vineyards and wines provide a solid foundation through which the Movia House's position on the Mount Olympus of wine can also be preserved in the future.