



ANAVA

VINEYARDS

Anava – A New Zionist Dream

A new opportunity to own your own vineyard in the Land of Israel

In 2019, Nadav Jesselson was sitting at his desk in Tel Aviv in the family investment office. “I enjoyed my time working there, but I felt I had calling outside of the concrete jungle.”

Nadav’s journey led him to buy a farm in Moshav Nechusha, 15 minutes south of Beit Shemesh. Initially, he started to produce grapes to be sold to Carmel Winery, but then a new idea developed. “I loved the experience of planting my vineyards, and I started to think – what if we gave Jews from around the world the opportunity to own their own vineyard in the Land of Israel?”

And thus, the concept of Anava vineyards was born. There are a limited number of 30 vineyards being sold, each half a dunam. Buyers will receive their own vineyard, and Anava also provide all the services to grow the grapes, produce the wine and deliver it to the owners. Each vineyard will produce around 300 bottles of wine on an annual basis. “We offer something unique, which is a ‘vineyard as a service.’ We have a team of experts, with some of the most experienced winemakers in the field guiding us to produce the highest level wines from the vineyards that you will own.”



Anava is already attracting lots of attention, with noted wine expert Adam Montefiore describing the project as “inspiring” as well noting the top-level names they have working with them. Winemaker Eyal Drory, the winemaker for Agur Winery and Avinoam Inbar, the former vintner of Castel wines are the two leading winemakers who are guiding the project. Vineyard owners get to choose their own grapes, and are encouraged to visit and take as active a role as possible. “We love the idea of giving people first-hand experiences of every step of the process. We want people to feel connected to their vineyard and the story of their wine, to be connected to *Eretz Yisrael*, and to be connected to all of the tremendous steps of the growing process.”

For Nadav, Anava is not only a vineyard, but a project that expresses deeply held values. “Our name, given by our cofounder’s Moriah (Nadav’s wife) comes from the Hebrew word for ‘grape,’ but also sounds like the word *anava*, the Hebrew word for ‘humility.’ The process of winemaking incorporates that value – we act with humility in front of nature and the land, recognizing that we partner with the land in cultivating it. I remember the day I finished planting my first vineyard, I remember feeling the pulse of the land, feeling 11,000 plants taking root and deepening themselves in the ground. One can hear many shiurim about the value of *Eretz Yisrael*, but there is something so powerful about working the land and feeling the process oneself. The *mitzvah* of *orlah*, that tells us we have to wait for three years before we can use the fruits of our vines is also a powerful lesson in humility, as well as in the need for patience and restraint.

The cost of a vineyard at Anava is \$60,000, which is the cost for the first three years. After that, each year there are costs of \$18,000 for the annual production costs, and each year the vineyard will produce around 300 bottles of wine. Buyers can choose which variety of grapes are planted, and every year they will produce different blends and wines for that vintage. The first grapes are going to be planted by the end of July, and prices for vineyards are likely to rise at that point.

As we mark Tisha B’Av, the echoes of Jewish history are deeply meaningful for Nadav and the Anava project. “Just a few meters from our vineyards are the ruins of a vineyard from the times of the Second *Beit HaMikdash*. When I am out in the vineyard, I have an acute awareness that my forefathers grew grapes here as well. With Anava vineyards, we invite you too to join us, and to experience the wonders of owning your own vineyard in the Land of Israel.”

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