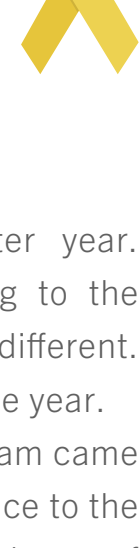




# ANAVA VINEYARDS

Anava Newsletter  
LOOKING BACK, LOOKING FORWARD



## ALREADY ONE YEAR

The agricultural year repeats itself year after year. Everything follows the same pattern according to the seasons but everything within that framework is different. For Anava Vineyards it was a special and unique year. 2023 was a year in which Nadav Jesselson's dream came true. He had already made the jump from the office to the vineyard, from business to agriculture. Now the dream of Anava Vineyards began to take shape. We had a Passover ribbon cutting ceremony, prepared the land for planting (not easy work) and erected a fence.



## DREAM TEAM

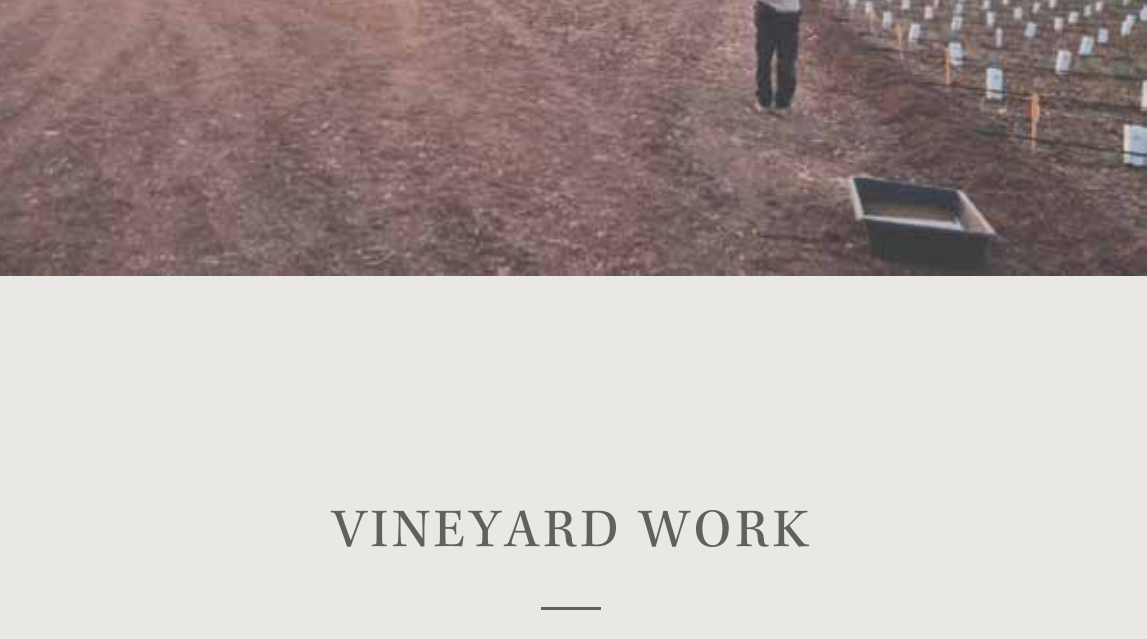


We gathered a dream team of consultants to ensure we had the best possible reservoir of Israeli talent. These included Eyal Drory as winemaker (Agur Winery, ex Recanati); viticulturist Avinoam Inbar (ex Castel) and wine expert Adam Montefiore (ex Carmel & Yarden). Their role is to advise Anava Vineyards and to provide the best possible support to our vineyard partners and owners.



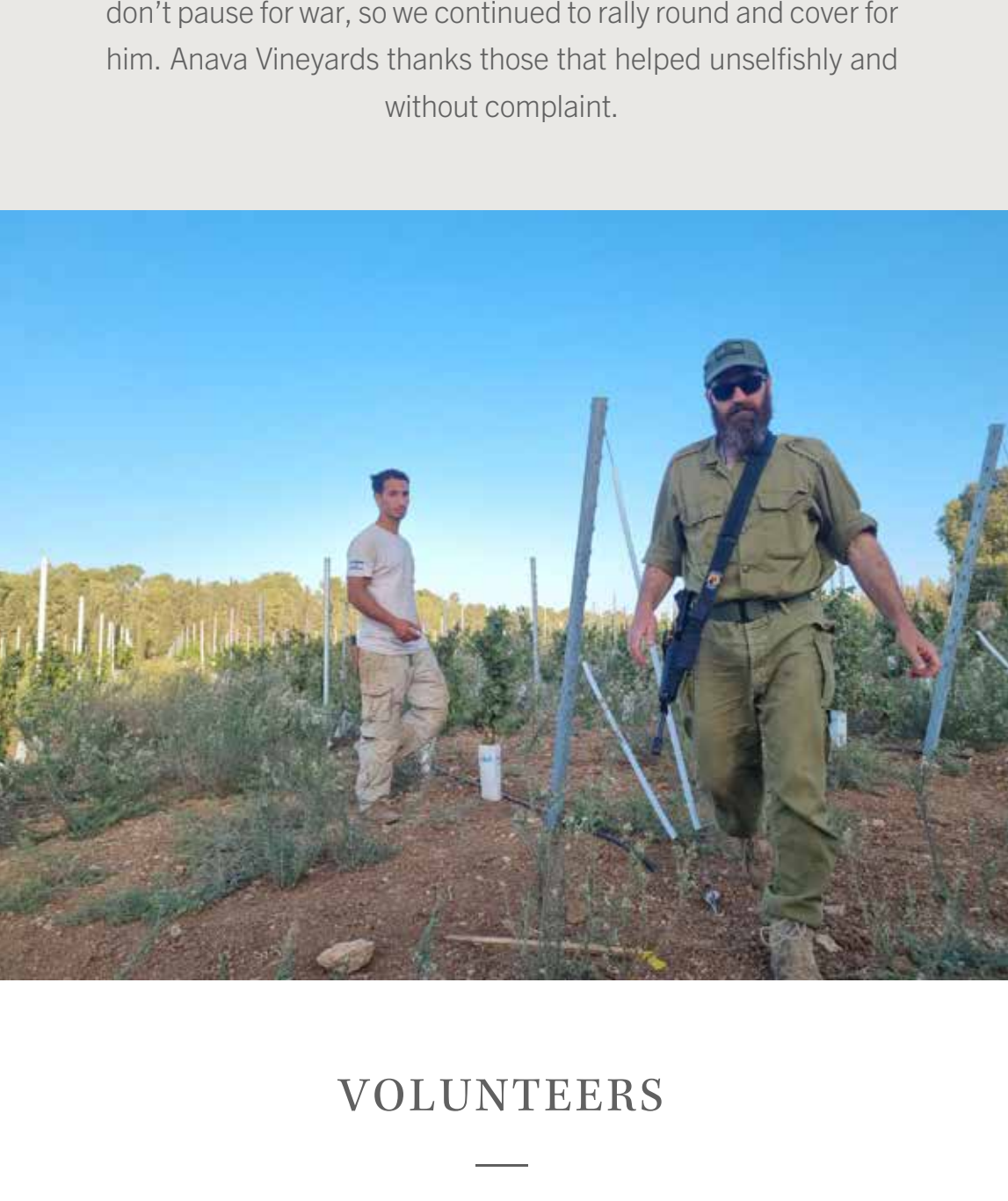
## FIRST VINEYARD SOLD

Anava Vineyards enables wine lovers to grow their own wine, by selling vineyards and then providing all the expertise from the cutting to the glass. We support practical Zionists that want to connect to Eretz Yisrael (The Land of Israel) through agriculture. These two objectives form the basis of our project, which is unique in Israel and the Jewish world. We were particularly proud when we sold our first vineyard. That meant the project was underway.



## PLANTING

We planted 9,000 cuttings of ten varieties in 27 dunams. We focused on red Bordeaux varieties, Cabernet Sauvignon, Merlot, Petit Verdot, Cabernet Franc and Malbec, along with a Mediterranean variety Shiraz; and white varieties Sauvignon Blanc, Chardonnay and Chenin Blanc. As is Anava Vineyards way, we did everything with the maximum investment in quality. Drip feed irrigation, the very best trellising system, and pinpoint spraying instead of using a tractor. We believe you make a wine in the vineyard, so investing in quality in the growing, pays you back in the quality of the wine down the line.



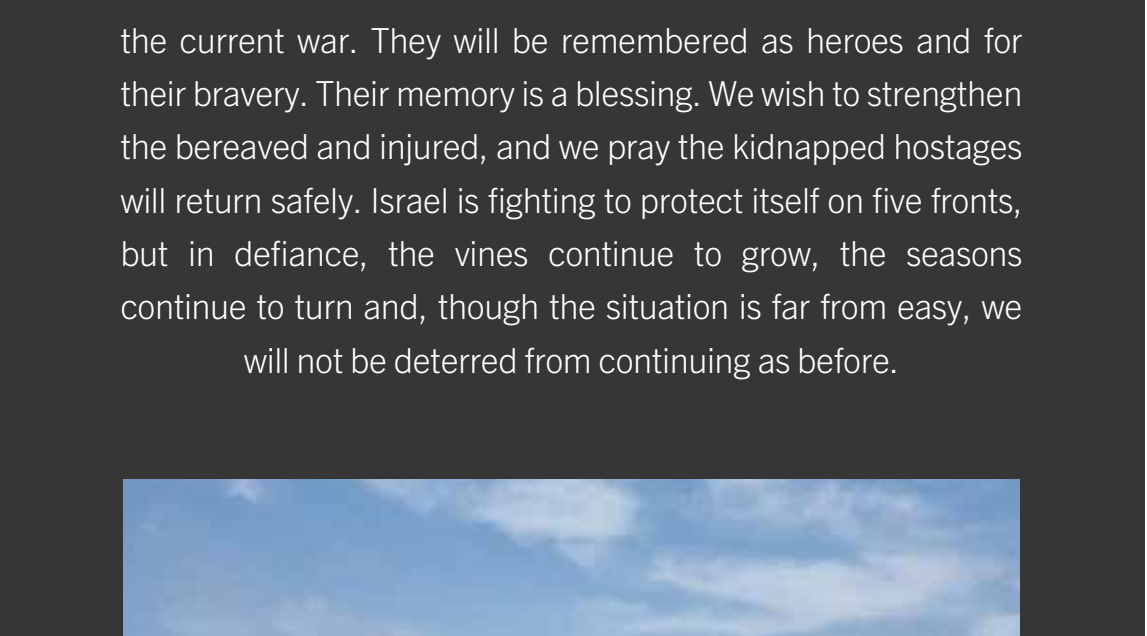
## VINEYARD WORK

One of our principles is that of fostering Avoda Ivrit (Hebrew & Jewish labor). This involves encouraging the youth of today to get their hands dirty and work the land. Wonderful organizations such as Regavim and Ha'Shomer Ha'Chadash have supported our efforts by sending young people to work in the vineyard. Agriculture is less fashionable these days. Anava Vineyards believes it is important to connect young people with agriculture.



## RESERVE DUTY

We coped with Nadav being called up for Reserve Duty in the IDF after the atrocities of October 7th. War came. One day he was working the vines and in the center of every activity and then he was gone. The vine does not stop its activity and the seasons don't pause for war, so we continued to rally round and cover for him. Anava Vineyards thanked those that helped unselfishly and without complaint.



## VOLUNTEERS

We encourage volunteers and were blessed to receive many groups from all age groups throughout the year. Sharing and teaching is a very important part of Anava Vineyards. They come to help, work and we both benefit. One of the core beliefs of Anava Vineyards is education. When he is not drafted, Nadav always takes time to lead, explain, teach and enthuse the volunteers. Explaining the importance of agriculture, nature and caring for the environment in 21st century Israel. Thank you to all the volunteers that came in 2023. Come again! And to those who have not yet come, please visit us!



## SOLIDARITY MISSIONS

Your support is welcome and so important to us. After October 7th, we had the benefit of many Solidarity Visits, mainly from the United States. Whether it was a school, or community, they were received, put to work and given a feeling of pride for making a real contribution in a way not envisaged before. Make no mistake, we love these visits and encourage our friends worldwide to come and visit. We in turn provide them with a unique experience.



## WAR

We remember those that lost their lives on October 7th and in the current war. They will be remembered as heroes and for their bravery. Their memory is a blessing. We wish to strengthen the bereaved and injured, and we pray the kidnapped hostages will return safely. Israel is fighting to protect itself on five fronts, but in defiance, the vines continue to grow, the seasons continue to turn and, though the situation is far from easy, we will not be deterred from continuing as before.



## LOOKING FORWARD

We hope 2024 will be better than 2023, and we call for your support: Wine lovers, Zionists, those wishing to connect to Eretz Yisrael: now is the time to invest in Israel. We need your support. Pass the message. Tell your friends. We need to give the message that Israel remains strong and life goes on. Soon the vines will bud and the growing season begins again. If you want to touch the soil, plant a vine and have the feeling of putting roots deep in Israel, please be in touch – if only to ask for more information.



*Let us all hope for better times in 2024.  
Happy New Year!*  
*Am Yisrael Hai! עם ישראל חי!*

Yours,  
The Anava Team

