



Lauku Ceļotājs  
Baltic Country Holidays



# *Latvian Cider Route*

---

Asnāte Ziemele

03.12.2024, Helsinki, Finland

[www.countryholidays.lv/ciderroute](http://www.countryholidays.lv/ciderroute)



# Who we are:



Baltic Country Holidays

Professional Association in tourism  
founded 1993  
staff ~11.

Rural tourism product development,  
marketing, lobbying.

Members ~ 300 rural entrepreneurs:  
accommodation and catering businesses,  
producers of food and beverages, artisans,  
active and nature tourism service providers.



# The beginnings of Latvian craft cider



The cider culture in LV began to develop about **20-25 years ago**, when the first cider producers, inspired by the traditional cider countries, saw interesting prospects for the local apples.

Faster development of cider production in the last 10 years.



Today producing ca 600 000 liters of craft cider

# What makes Latvian cider special?

A light purple map of Europe is shown in the background. The country of Latvia is highlighted in a darker green color, indicating its geographical location in Northern Europe.

Nowadays **Latvia is a land of apples**. Since the beginning of the 20th century, apple trees have been the **most cultivated trees in Latvian orchards**.

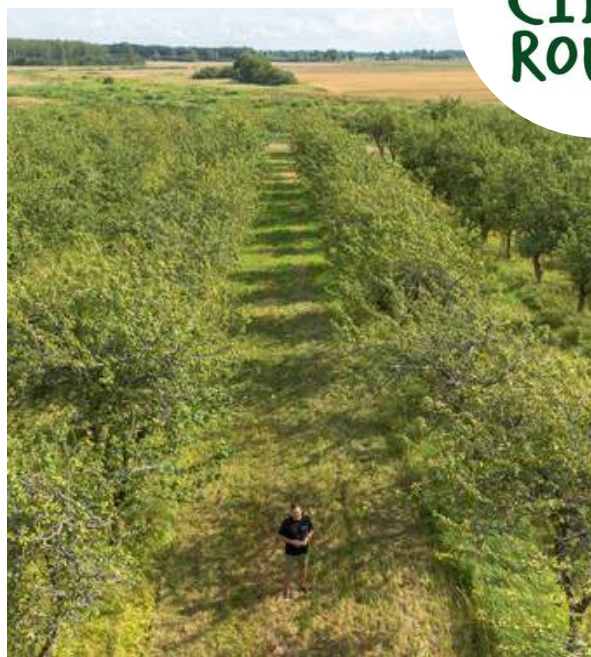
The cooler Northern European **climate**, clayey sandy soils, moderate summer, and relatively long non-vegetation period gives the Baltic cider a pronounced apple aroma, medium to light structure and a distinctive acidity.

Classic Baltic ciders are made from **locally grown traditional varieties** of autumn or winter apple sorts.

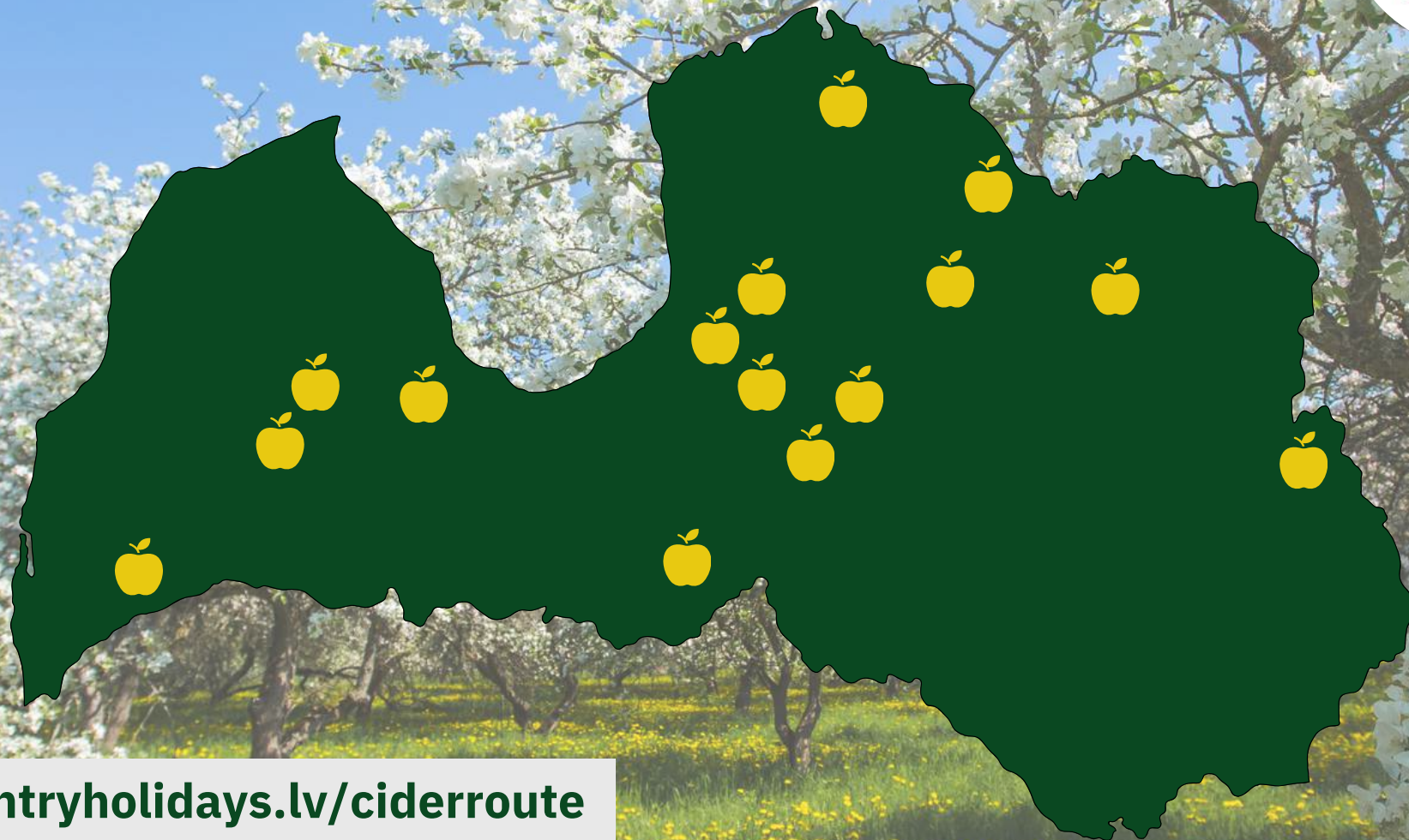
The technology of cider production is different from the traditional methods used in France and England. The Baltic cider is often made in a manner more **similar to white wine**. Wild fermentation is used as well.

# Latvian Cider Route

In 2019 we started the Latvian cider route project with the aim of celebrating cider as a national drink and developing the cider route as a culinary tourism product.



# Latvian Cider Route - 15 producers



[countryholidays.lv/ciderroute](http://countryholidays.lv/ciderroute)

# FAM tours for tour operators and media



# CIDER and FOOD WORKSHOPS

Local cider + local food

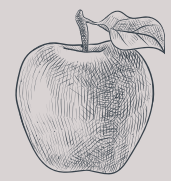
9-course dinner, cider + food  
For chefs, bloggers and media





# Rye bread and cider festival

- 6 cider producers
- 6 rye bread bakers
- ~5000+ visitors



# Apple harvesting festivals

- Public events;
- Harvesting, games, etc.
- Apple and cider tastings

A promotional poster for an apple festival. It features a woman with long, wavy brown hair lying on her back on a bed of straw, eating a red apple. The text on the poster includes:

ABAVAS  
VĒNDARĪTAVA  
AICĪNA

21. SEPTEBRĪ  
10.00-19.00

ĀRLAVCIEMA  
**ābolu  
svētki**

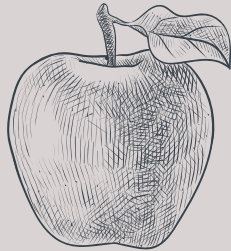


Tukums  
Lī Tukuma pils novads  
ĀTRALSTA TUKUMA  
NOVADA PASVALDĪBA



# Apple Festival at Āgenskalns Market, October 2024

- Collaboration with the Institute of Horticulture.
- 6 cider producers.
- Apple and cider degustations.



# NICA 2023 in Latvia - The Nordic International Cider Awards

- 251 ciders / 106 producers / 19 countries.
- With the support of the Latvian Ministry of Agriculture.

Latvian cider producers:

- 2 Absolute gold medals;
- 2 gold medals;
- 7 silver medals;
- 9 bronze medals.



**NORDIC**  
INTERNATIONAL  
CIDER AWARDS  
2023



# The cider market in Riga, May 2024

- 11 Latvian + 2 Estonian cider producers
- Opened by cider expert (The Ciderologist) Gabe Cook, UK.
- Public cider tasting masterclass led by Gabe Cook.



# Certificated Cider Guide

by the American Cider Association,  
May 2024

**Topics:** Apples, Pears and Orchards / Cider Production / Families and Flavour / Evaluating Cider / Keeping and Serving / Cider and Food / Social Responsibility.



2,770

Level 1: Certified Cider Guides

# Baltic Cider

A knowledge-based brand developed in cooperation with cider makers in Latvia and Estonia, the Latvian and Estonian Rural Tourism associations, the Institute of Horticulture of Latvia, and the Institute of Agricultural and Environmental Sciences of Estonia.

### Joint marketing:

- Baltic cider route, common web page and social media accounts;
- **Terroir map** based on the analysis of apples, apple juice, soil, and experimental cider batches.

The most suitable apple varieties for cider production will be identified.

In the future, the brand could also include producers from Lithuania.



**Interreg**



Co-funded by  
the European Union

**Estonia – Latvia**

**Baltic Cider**

# International cooperation

- Baltic sea region culinary tourism project Bascil (15 partners in 8 countries) (2023-2025);
- Baltic Cider - Latvian and Estonian cooperation (2024-2027)
- Baltic-Finnish Cider - the project application for export to Australia (n/a 2025-2028).

## International events:

- NICA;
- CiderCon®, USA;
- trade fairs, cider festivals, etc.





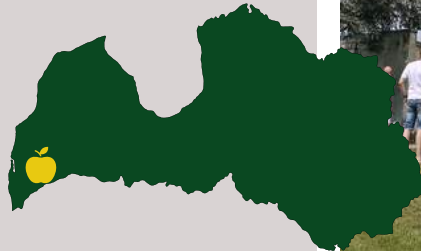
# HERBSTS

SIDRA DARĪTAVA

## WILD BALTIC CIDER

At Herbsts, we don't just make cider; we craft stories in every bottle

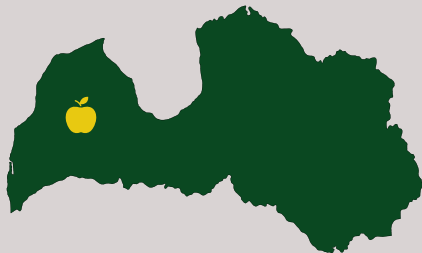
- Produces 4 kinds of ciders - dry apple ciders and flavored ciders with quinces and elderberries.
- Without added sulphites, without added sugar, not pasteurized.
- The Herbsts Cidery is located in the western part of Latvia, in the center of Gramzda village, in the building of the former kindergarten.
- Cider is made from apples hand-picked in a 60-year-old orchard, owned by family.
- A family-driven cidery with a deep sense of community.



# Sabile Cidery

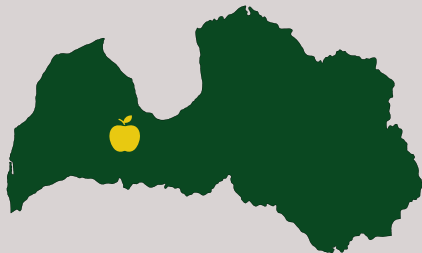
- The idea for this family-driven cidery came from tending the family orchard near Sabile.
- Their passion for cider was also influenced by the traditional cider-making cultures of England and France.
- Cider has been produced since 2013.
- 12-15 different types of cider.

I enjoy making cider from apple to label. Since childhood, I have liked to learn how things are made in a practical way - how they are produced! I follow the processes in the cider factory with a passion to make sure that everything is going right.  
- Baiba Circene



# Abava Winery

- Located in the Abava River Valley in Kurzeme, invites you to sample Latvia's fruit and berry ciders, wines, distillates and sparkling non-alcoholic beverages.
- Established in 2010. The inspiration to create the winery came to the owners during their honeymoon trip, while visiting Europe's oldest wineries.
- The 4-hectare apple orchard includes trees planted during the Soviet era, representing the industrial apple varieties of that time.
- ~10 different types of cider.





[lauku@celotajs.lv](mailto:lauku@celotajs.lv)



Lauku Celotajs  
@LaukuCelotajs



Lauku Celotajs / Baltic Country holidays  
@LaukuCelotajs

[www.countryholidays.lv](http://www.countryholidays.lv)

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

**BASCIL**

