

Interreg



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Estonia – Latvia

Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs

BALTIC CIDER

2nd Project Partners' Meeting

12 - 13 November 2024 | Polli, Estonia

Asnāte Ziemele, LCTA



Agenda

12.11.2024

- 13:00-16:00 / Partner meeting in the Polli Horticultural Research Centre
- 16:00-17:30 / Leaving for an overnight stay and dinner at Klaara-Manni Holiday Centre
- 17:30-19:30 / Training: Sensory evaluation of juices/ ciders, discussion
- 20:00 / at Klaara-Manni Holiday Centre

13.11.2024

- 9:15 / Departure from hotel Klaara-Manni Holiday to Tori Cider and Wine Farm
- 9:30-11:30 / Visiting the Tori Cider and Wine Farm.
- 11:30-12:30 / Lunch snacks



WP1 Solution Development

Activity 1.1. Analysis of the Terroir

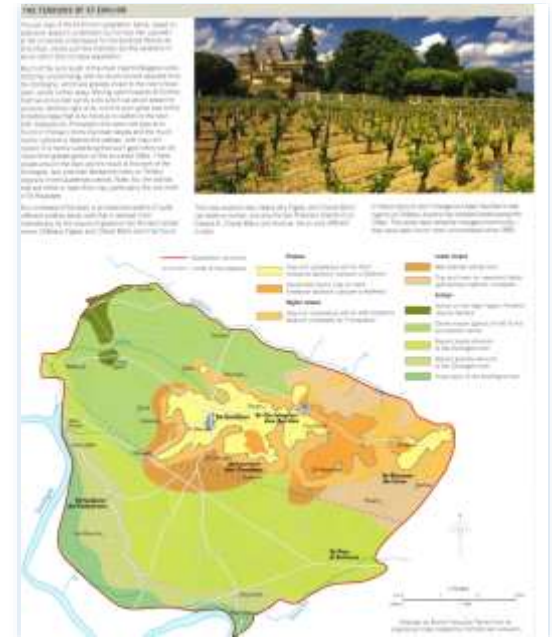
Start period 1 (month 1-4) to End period 6 (month 21-24)



Objective: Create a **Baltic Cider Terroir Map** to help cider makers understand the impact of terroir factors on apple quality and cider flavor.

Inspiration from Wine Industry

*Terroir maps widely used in wine regions to showcase environmental influences like **soil**, **climate**, and **topography** on grape characteristics.*



[Terroir map example - link](#)




WP1 Solution Development

Activity 1.1. Analysis of the Terroir

Start period 1 (month 1-4) to End period 6 (month 21-24)

Key Goals:

 **Sample Collection:** Gather *soil samples* and data with cider makers to represent regional diversity.

 **Terroir Analysis:** Analyze collected data on soil, climate, and topography to identify factors affecting cider quality.

 **Data Integration:** Combine findings into practical insights for cider production.

 **Map Production:** Create and *print the map* in LV, EE, and EN for cider producers and stakeholders.

Soil sample Collection Plan

10 samples from LatHort

5 samples from EMÜ

20 samples from cider producers





WP1 Solution Development

Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)



Objective: Provide cider makers with insights on how different apple varieties impact cider flavor by conducting a detailed ***chemical analysis of apple and cider samples.***

Chemical Parameters Analyzed

LatHort:

- Detailed acids and total acidity
- Phenolic acids, pH, soluble solids
- Aroma compounds



EMÜ:

- FTIR analyses (ethanol, sugars, acids)
- Tannins, Polyphenols, Available nitrogen,
- Biogenic amines (putrescine, histamine, tyrosine) and sensory analysis



WP1 Solution Development

Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

Sample Collection Plan

Sample Type	2024	2025
20 apple juice samples from LV and EE (on average 2 varieties per producer)	X	X
<i>Note: 2 representative apple juice samples, including at least one for dry cider production. Dry cider made from this sample will be analyzed in 2025. Next year, the same samples will be requested, or a different decision will be made in the summer.</i>		
10 cider samples from LV and EE	X	X
<i>Note: Produce a dry cider from the 2024 harvest, selecting one of the two samples provided for analysis. Three bottles of this cider are required for analysis.</i>		



WP1 Solution Development

Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)


Sample Type	2024	2025
35 potential apple samples from LV and EE	X	X
<i>Note: In 2024, cider producers and both institutes selected apple cultivars for analysis as potential cider varieties. Cultivars for the 2025 analysis will be decided in summer next year. A list of cultivars collected this year is available on a separate sheet.</i>		
3 common apples for experiments	X	
<i>Note: The varieties selected were 'Auksis,' 'Dabinett,' and 'Sinap Orlovskij.' In 2024, samples of these varieties, along with soil samples from various regions in Latvia and Estonia, were collected for analysis.</i>		
3 experimental ciders		X
<i>Note: Experimental cider will be produced from the 2025 harvest. Each selected apple variety is collected from one location in Latvia and one in Estonia (3 varieties total from each country).</i>		



WP1 Solution Development

Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

Sample Type	2024	2025	2026
5 cider samples from Norway market			X
<i>Note: Compare 5 typical Norwegian ciders with 5 comparable Baltic ciders (3 from Latvia and 2 from Estonia). Sample selection will take place in fall 2025, with analysis in 2026.</i>			
 TOTAL SAMPLES: 76			

Expected Outcomes

- ✓ **Help cider makers** set up experimental batches (piloting phase) based on analysis results.
- ✓ **Provide guidance** on selecting apple varieties and seedlings for future fruit garden optimization.





WP1 Solution Development

Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

Timeline for Sample Collection and Analysis (2024-2025)

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Jul 2024 - Sep 2024	Oct 2024 - Dec 2024	Jan 2025 - Apr 2025	May 2025 - Aug 2025	Sep 2025 - Dec 2025
Methodology Development Development of analysis methods and planning for sample collection (apples, apple juice, and soil).	Sample Collection and Initial Results Sample collection and presentation of preliminary analysis results by research institutes.	Completion of All Sample Analyses Complete analyses of apple and juice samples and provide feedback to producers.	Terroir Map Planning & Cider Collection Begin planning for the terroir map and collect cider samples from producers as they become ready.	Cider Analysis & Second Cycle of Sample Collection Conduct cider analysis and begin the second cycle of apple, juice, and soil collection.



Presentation of initial analysis results by research institutes!



WP1 Solution Development

Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

Discussion points:

1. Readiness of Cider Samples

*When do cider producers expect the **cider samples** to be **ready** next year?*

2. Selection of Producer for Experimental Ciders

*Which **cider producer** would be willing to take on the task of making the experimental ciders?*


To ensure consistent production conditions, the **3 experimental ciders** must be made by a **single producer**. The selected varieties are '**Auksis**,' '**Dabinett**,' and '**Sinap Orlovskij**' from the 2025 harvest, with 3 varieties from Latvia and 3 from Estonia. Apples, equipment, and materials will be provided as needed.




WP2 Solution piloting

Activity 2.1. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

 **Objective:** Enable *innovative cider production* by supporting SMEs in producing experimental batches that use *analysis-based apple selection* and *terroir insights* to achieve desired cider qualities and strengthen the Baltic Cider brand.

Key Activities:

 **Experimental Cider Production:** SMEs will produce *experimental batches* using apples from their own orchards or those selected by research institutes, sharing results among participants.

 **Testing and Innovation:** Producers will explore *new apple varieties* and fermentation methods, with data shared to evaluate quality improvements.

 **Brand Messaging Development:** SMEs will contribute to the creation of *marketing messages* for the Baltic Cider brand, informed by analysis results and comparisons with Nordic ciders.



WP2 Solution piloting

Activity 2.1. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

Piloting SMEs - cideries:

1. **Mr. Plūme Cidery**, SIA "Jumpravas sidrs", Vidzeme region, LV
2. **Lauskis winery**, SIA "LAUSKIS", Vidzeme region, LV
3. **Sabiles Sidrs**, SIA "Sabiles Sidrs", Kurzeme region, LV
4. **Abuls Cidery**, SIA "Urtica", Vidzeme region, LV
5. **Mūrbūdu Cider**, SIA Mūrbūdu sidra darītava, Vidzeme region, LV
6. **Abava Winery**, SIA "Abavas dārzi", Kurzeme region, LV
7. **Tālava Cider**, SIA "TĀLAVA", Vidzeme region, LV
8. **Jaanihanso Cider House**, Jaanihanso OÜ - West Estonia
9. **KODAS**, Siidrikoda OÜ - South Estonia
10. **Tori Jõesuu Siidri-** ja Veinitalu OÜ - West Estonia









WP2 Solution piloting

Activity 2.1. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

Experimental Cider Production Costs

-  Experimental cider production **costs can vary** for each cidery based on their specific needs.
-  LP1 and PP2 will make **individual subcontracts** with each participating SME regarding piloting.
-  SMEs can plan their piloting costs within **500 EUR**, with specific cost positions.
-  The amounts will be **reimbursed** to cideries based on their reports on the results achieved according to the contract.



WP2 Solution piloting

Activity 2.2. Experience Exchange and Training

Start period 1 (month 1-4) to End period 9 (month 33-36)

- **6 combined events:** 3 in Latvia and 3 in Estonia.
- Each event combines **partner meetings, experience exchange,** and **training** sessions for SMEs.
- **Participants:** cider producers, local SMEs, fruit gardeners, and project partners.
- **Location:** Organized at or nearby cideries, each time visiting a different cidery.
- **Key Topics:**
 - *Applying WP1 findings to marketing and cider production.*
 - *Insights into cider apple cultivation: growing methods, seedling selection, and terroir factors.*



WP2 Solution piloting

Activity 2.3. Know-how Baltic Cider conference

Start period 4 (month 13-16) to End period 5 (month 17-20)

 **Objective:** Connecting Baltic and Nordic cider experts to *define the unique taste of Baltic Cider* and foster *international recognition*.

Participants & Venue


Total: 80 (20 EE, 50 LV, 20 international)

Audience:


- Craft cider makers, cider experts
- Horticulture and research institutions
- Training sectors (horticulture, beverage production)
- Catering (restaurants, bars)

Location: Latvia

Key Topics

 **Cider Quality Impacts** - Discussing how different factors influence cider quality.

 **Defining Baltic Cider Taste** - Exploring the unique taste profile of the Baltic Cider brand.


 **Networking & Cooperation** - Building partnerships across the Baltic, Nordic, and broader European regions.

WP3 Baltic Cider brand promotion for competitiveness






Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

 **Objective:** Establish the *Baltic Cider Route* to promote Baltic Cider as a *high-quality* product with a *unique regional character*, educating visitors on cider world and culture.

Key Elements of the Route:

-  **Visitor Experience:** Open cideries offering on-site visits, local festivals, and outlet shops or cafes. Starting with 10 cideries, with plans to involve more.
-  **Educational Visual Materials:** Available in cideries to highlight terroir impacts on cider and Baltic Cider's unique profile (e.g., terroir map posters, tasting notes).
-  **Baltic Cider Route Map:** A digital platform featuring a map, cidery descriptions, product details, photos, and videos, available in multiple languages. A printed version of the map will also be provided.

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Examples of Route Maps

Somerset Cider & Apple Juice

Somerset Cider Makers

1 Sheppy's Cider Mill
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

4 Perry's Cider Mills
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

2 Bynow Hill Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

5 Sheppy's Cider Ltd
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

3 The Somerset Distillery
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

16 Thimbleton Cider Company Ltd
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

7 Rick's Farmhouse Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

11 Wier Cleft Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

12 Buryington Court Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

13 Rescott's Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

14 Gold Bush Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

15 Orchard Pig Ltd
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

17 Penruil Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

18 The Tricky Cider Company
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

19 WYKOA Farmhouse Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

20 Devon's Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

21 Penny Pot Farm Cider & Apple Juice
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

22 Willow Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

Somerset Apple Juice

1 Clifton Orchard
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

2 North Panton Fruit Farm
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

3 Quality English Apple Juice
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

4 Hockley Juice
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

5 Wineley's Cider
10000, Shepperton, Somerset, BA22 9JL
Tel: 01458 820000

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Examples of Route Maps

Le route des Cidres

Le cidre des Normands

Le cidre des Pays de la Loire

Le cidre de la Bretagne

Le cidre de la Normandie

Le cidre de la Picardie

Le cidre de la Champagne

Le cidre de la Bourgogne

Le cidre de la Vallée de la Loire

Le cidre de la Normandie

Le cidre de la Picardie

Le cidre de la Champagne

Le cidre de la Bourgogne



WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Examples of Route Maps

Le route des Cidres

Le CIDER DES NORMANDES NORMANDES, LA SÈVE NORMANDE

LE CIDER DES CÔTES DE NORMANDE

LE CIDER DES MONTAGNES DE NORMANDE

LE CIDER DES VALLÉES DE NORMANDE

LE CIDER DES PAYS DE NORMANDE

LE CIDER DES BASSINS DE NORMANDE

LE CIDER DES PLAINES DE NORMANDE

Le route des Cidres

Authentic NORMANDY



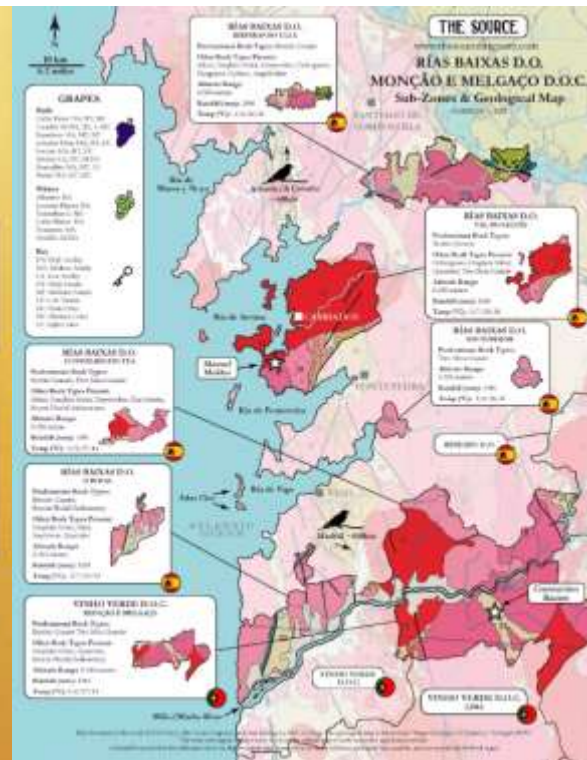
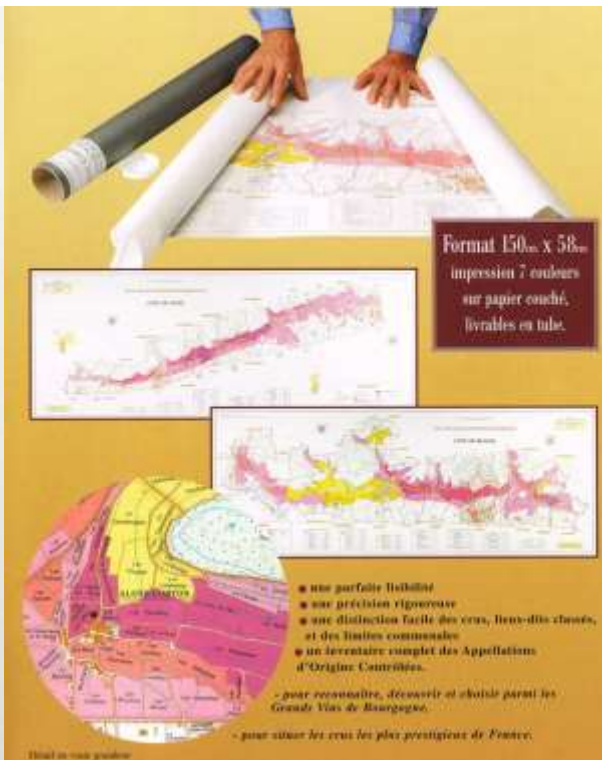
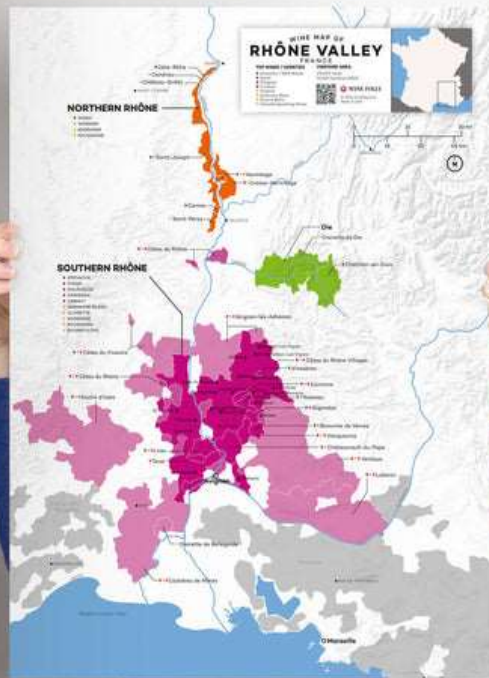
WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Examples of Terroir map posters



WP3 Baltic Cider brand promotion for competitiveness

Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36) *Examples of Educational Visual Materials*



Cider tasting wheel, a tool used to help identify and describe various aromas, flavours, and characteristics in cider.

WP3 Baltic Cider brand promotion for competitiveness

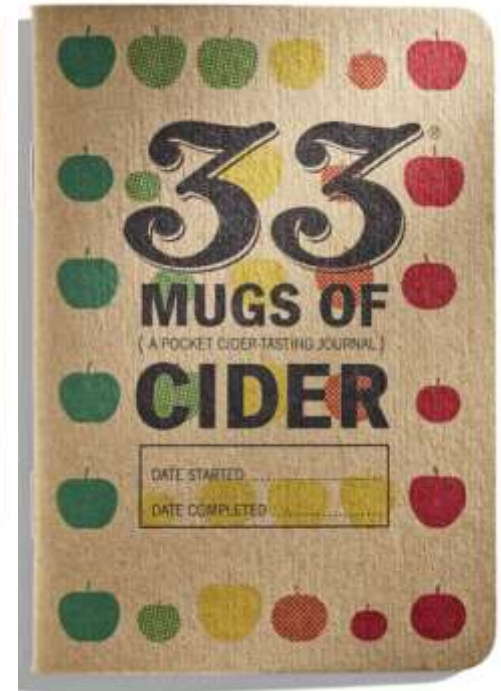
Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36) *Examples of Educational Visual Materials*



CIDER NAME _____		CIDER NAME _____	
MAKER _____	PRICE _____	MAKER _____	PRICE _____
APPLE(S) _____	ABV _____	APPLE(S) _____	ABV _____
SAMPLED _____	RATING ☆☆☆☆	SAMPLED _____	RATING ☆☆☆☆
STYLE <input type="checkbox"/> MODERN <input type="checkbox"/> TRADITIONAL <input type="checkbox"/> ENGLISH <input type="checkbox"/> FRENCH <input type="checkbox"/> SPANISH	NOTES _____ _____ _____	STYLE <input type="checkbox"/> MODERN <input type="checkbox"/> TRADITIONAL <input type="checkbox"/> ENGLISH <input type="checkbox"/> FRENCH <input type="checkbox"/> SPANISH	NOTES _____ _____ _____
<input type="checkbox"/> BARRELED <input type="checkbox"/> FORTIFIED <input type="checkbox"/> FERMENTED	FLAVOR WHEEL A circular diagram with segments for: SWEET, DRY, TART, SOUR, BITTER, and YEASTY. The center is labeled 'NORMAL'. Other labels include: BALANCED, SINGLY, TART/ACID, DRY FRUIT, SWEET FRUIT, SOFT, FRESH, and SWEET.	<input type="checkbox"/> BARRELED <input type="checkbox"/> FORTIFIED <input type="checkbox"/> FERMENTED	FLAVOR WHEEL A circular diagram with segments for: SWEET, DRY, TART, SOUR, BITTER, and YEASTY. The center is labeled 'NORMAL'. Other labels include: BALANCED, SINGLY, TART/ACID, DRY FRUIT, SWEET FRUIT, SOFT, FRESH, and SWEET.
BUBBLE METER <input type="checkbox"/> SPARKLING <input type="checkbox"/> STILL		BUBBLE METER <input type="checkbox"/> SPARKLING <input type="checkbox"/> STILL	

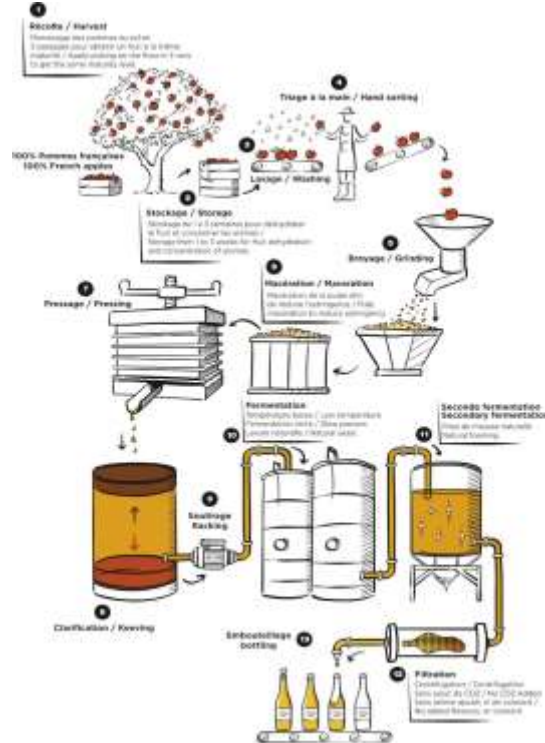
Cider tasting notebook-journal, easy way to record tasting notes.



WP3 Baltic Cider brand promotion for competitiveness

Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36) *Examples of Educational Visual Materials*



Posters to explain the cider making process.

WP3 Baltic Cider brand promotion for competitiveness

Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36) *Examples of Educational Visual Materials*



Food pairing posters - quick-reference guides showing ideal food pairings for different cider styles.




WP3 Baltic Cider brand promotion for competitiveness



Activity 3.2. Promotional materials for craft Baltic Cider brand recognition

Start period 2 (month 5-8) to End period 8 (month 29-32)

 **Objective:** Create visually engaging *promotional materials* to enhance recognition of the Baltic Cider brand, showcasing the unique seasonal aspects of cider production.

Key elements:

-  **Promotional items:** Coasters, postcards, paper bags branded with Baltic Cider identity for distribution. Additional ideas?
-  **Seasonal visual content:** On-site *photography sessions* at cideries, showing the cider journey from blooming orchards to harvest, pressing, and tasting.
-  **Availability for use:** SMEs can use these branded materials at their locations and during promotional events to enhance brand visibility.

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.2. Promotional materials for craft Baltic Cider brand recognition

Start period 2 (month 5-8) to End period 8 (month 29-32)

Examples of promotional materials



Coasters



Bottle stoppers

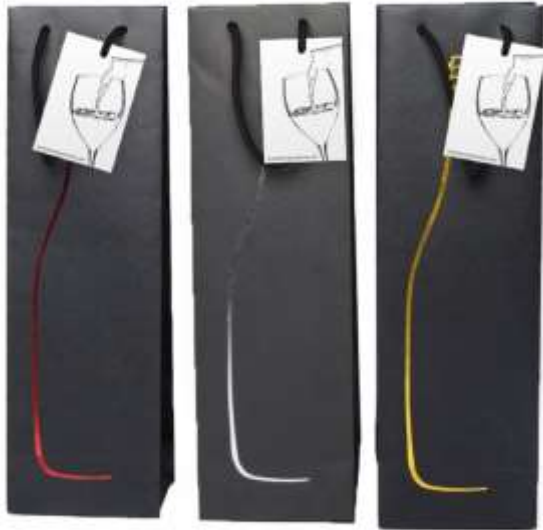
WP3 Baltic Cider brand promotion for competitiveness



Activity 3.2. Promotional materials for craft Baltic Cider brand recognition

Start period 2 (month 5-8) to End period 8 (month 29-32)

Examples of promotional materials



Paper bags



Bottle bags



Tote bags

WP3 Baltic Cider brand promotion for competitiveness



Discussion points:

1. On-site experience for visitors

Preferences for Visual Elements:

What **type of educational materials** (e.g., terroir maps, tasting notes) would you find most helpful for engaging visitors?

Information Content:

What **key information** do you feel should be included to educate visitors effectively? For example, should we highlight the **cider-making process**, **regional apple varieties**, or the **uniqueness of Baltic terroir**?

Integration with Visitor Experience:

How do you see these materials fitting into your current visitor tours or activities?

WP3 Baltic Cider brand promotion for competitiveness



Discussion points:

2. Other promotional materials

Interest in Examples Shown:

Of the promotional items shared (e.g., coasters, bottle stoppers, tote bags), which types do you think could add value for promoting the Baltic Cider brand?

Ideas for Additional Materials:

Are there other types of promotional items you believe would be effective for enhancing brand recognition?

Use of Visual Content:


How important is it to include seasonal imagery and production photos in these materials? Are there specific visuals that would resonate best with your customers?

WP3 Baltic Cider brand promotion for competitiveness






Activity 3.3. Promotional Baltic Cider video

Start period 5 (month 17-20) to End period 7 (month 25-28)

 **Objective:** Produce a **video** and **social media reels** to promote the Baltic Cider brand, focusing on Baltic terroir, craft cider makers' stories, and insights from the piloting phase.

Key Elements of the Video Content:

-  **Showcasing Baltic Terroir:** Highlight the unique terroir factors that contribute to the quality of Baltic Cider.
-  **Stories from Cider Makers:** Highlighting craft cider makers from Latvia and Estonia as they share their experiences and involvement in brand development.
-  **Insights from Piloting:** Include factual information discovered during piloting to educate viewers on Baltic Cider's unique qualities.



Distribution: Video will be shared across online media platforms and showcased at promotional events to boost brand visibility.

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.4. Participation in international fairs/events

Start period 3 (month 9-12) to End period 9 (month 33-36)

 **Objective:** Engage with *international cider events* to expand Baltic Cider's market presence, foster global connections, and introduce the unique Baltic Cider brand to potential export markets.

 Event	 Location	 Date
CiderCon	Chicago, USA	February 4–7, 2025
CiderWorld	Frankfurt, Germany	April 25–26, 2025
Nordic Craft Cider Festival	TBC	spring/early summer of 2025
International Hall of Gala Ciders (SISGA)	Gijón, Asturias, Spain	September 2025
Nordic International Cider Awards (NICA)	Sweden	TBC



**Thank you for your participation and
dedication!**