Anna Palelione
Lauku celotajs, Latvia

Tartu, Estonia
September 19, 2024

Interreg
Baltic Sea Region

Co-funded by
the European Union

RESILIENT ECONOMIES AND COMMUNITIES
BASCIL

Latvian Cider Route

Our producers / in pilot region (15)

PILOT SMES 6:

- ABAVA CIDERY
- ABULS CIDERY
- TĀLAVA CIDERY
- LAUSKIS CIDERY
- TURKALNE MANOR
- SABILE CIDER

OTHERS:

- CIRULISI HOME GOODIES
- HERBSTS CIDERY
- PIENJANI CIDERY
- MURBUDU CIDER
- MR. PLUME CIDERY
- EZERA CIDER
- ZILVER VINERY
- LIGATNE VINERY
- LATGOLYS SMAKOVKA

PROMOTIONAL PHOTOS

We took photos in August 2024

- For each entrepreneur
- On our social media accounts
- On our website
- To promote the Latvian Cider Route at cider events

SAVVAĻĀ | 2022
ĀBOLU SIDRS
75 cl
Abuls
APIŅOTS ĀBOLU SIDRS
PUSSAUSS
2021
75 cl

T30
T29
RONDO

SABILES
SIDRS™
no Latvijā audzētiem āboliem
Darināts Abavas senlejas sirdī,
ievērojot klasiskās sidra gatavošanas tradīcijas.
Ļaujies svaiguma valdzinājumam!
ĀBOLU PUSSAUSAIS
0.75L | ALC. 8 TILP.%
ME 6969228
SABILES
SIDRS
SIDRS

LATVIAN CIDER ROUTE PROMO VIDEO

We shot the video in August 2024
The final result - October/ November 2014

PROMOTION EVENTS

- **March 2025**

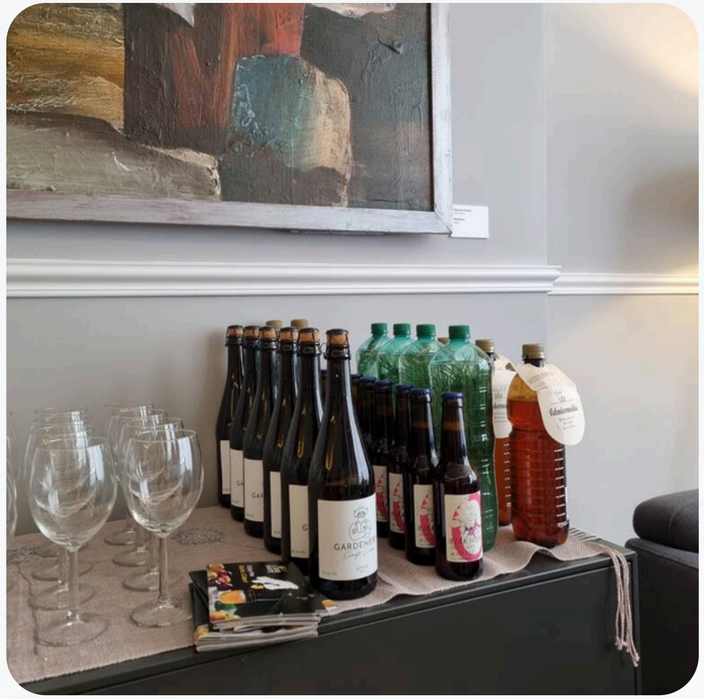
Seminar in LV embassy in UK for tour operators and media

- **July 2025**

A vine and cider festival in Sabile ???

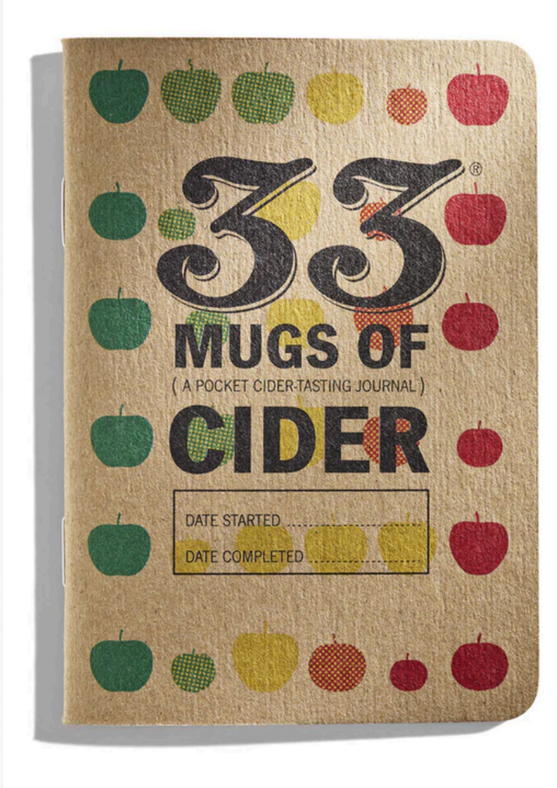
- **???**

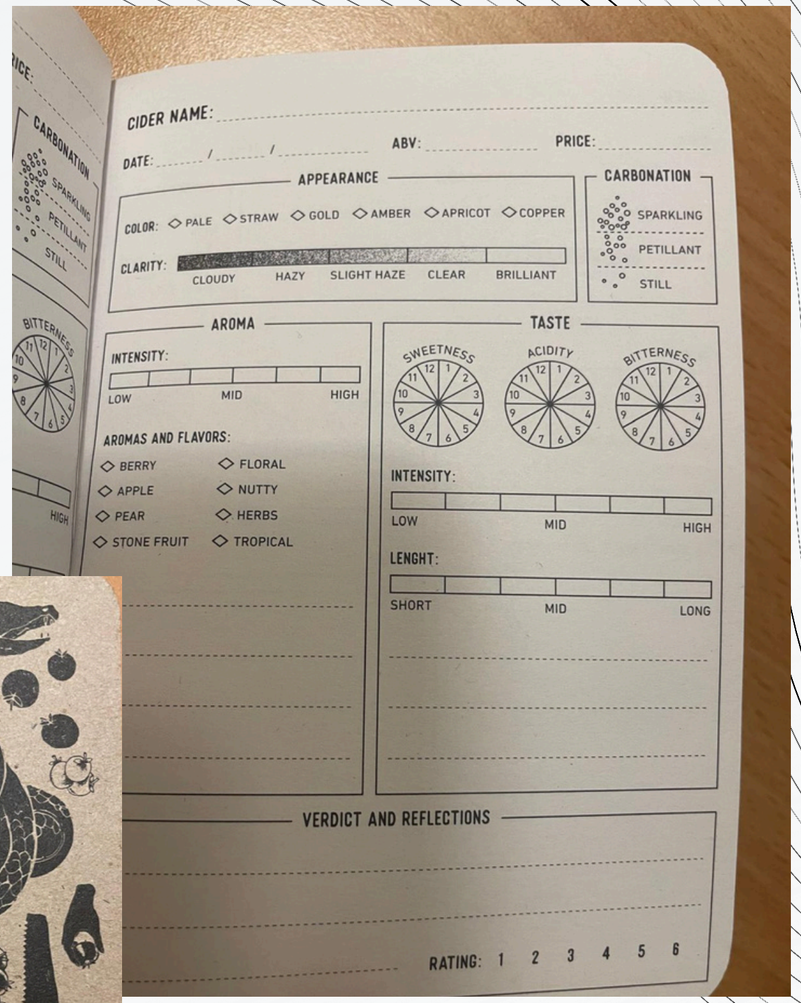
A master class on cider making at home



A CIDER TASTING NOTEBOOK

- Map with all Cider route producers.
- Some basic information about the cider
- An easy way to record tasting notes





RENEWED LATVIAN CIDER ROUTE LOGO

Latvijas ābolu sidrs
SIDRA CEĻŠ

Latvian apple cider
CIDER ROUTE

Latvijas ābolu sidrs
SIDRA CEĻŠ

Latvijas ābolu sidrs
SIDRA CEĻŠ

Latvijas ābolu sidrs
SIDRA CEĻŠ

?

OUR PLANS FOR 2024/2025

- Update info on www.celotajs.lv website.

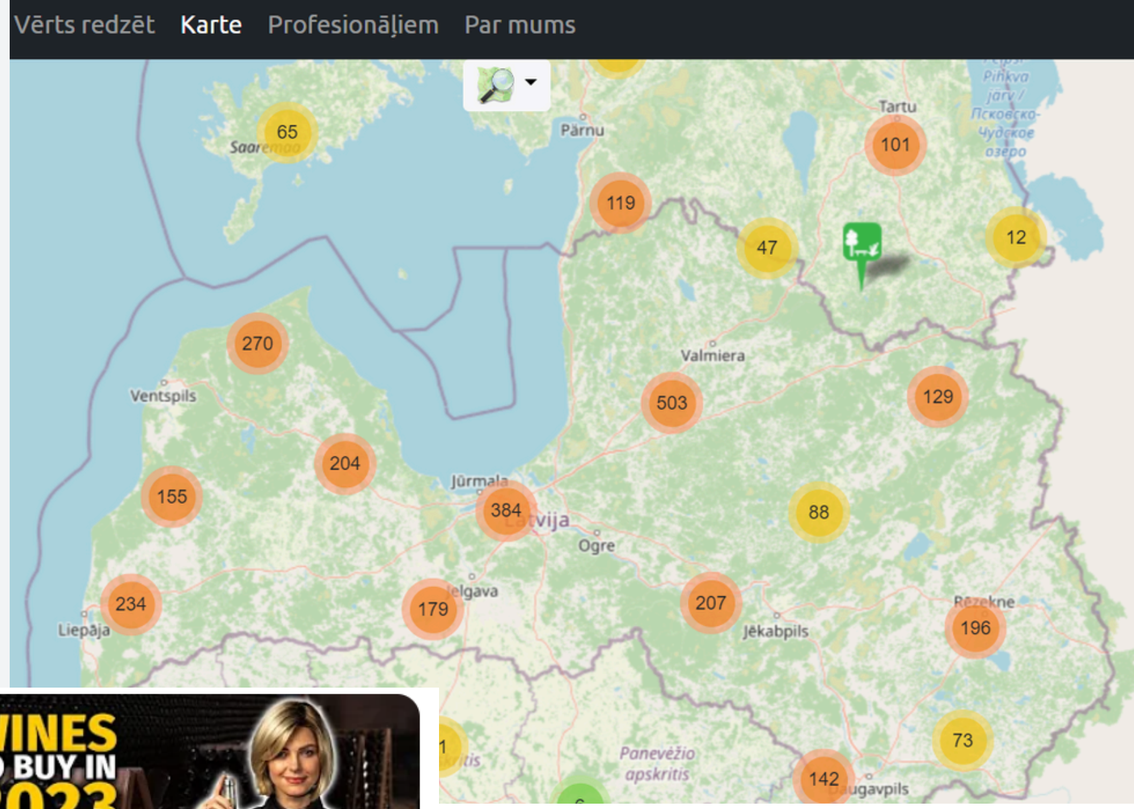
- Improve the digital-interactive map - celotajs.lv and embed maps on pilot partners websites.

- Social Media Campaign - spring 2024
  - Latvian Cider route on Instagram, FB, Youtube

- Public Relations & Media Coverage
  - Press Releases - before x-mas 2024, spring 2025, during the summer 2025

- Cooperation with Latvian YouTubers who create content in English.

- Email Marketing
  - sign-up option for Latvian cider route news - for locals



5 Wines I'm BUYING In 2023 (& Why YOU Should Too!)

66K views • 1 year ago

Wine Travel: Top 3 European WINE REGIONS You Can't Miss This...

10K views • 3 months ago

...HOW TO CONTINUE?!

2019-2021

Rural Support Service
Republic of Latvia

Interreg
Baltic Sea Region
Co-funded by the European Union
RESILIENT ECONOMIES AND COMMUNITIES
BASCIL

2023-2025

2024-2027

Interreg
Co-funded by the European Union
Estonia – Latvia
Baltic Cider

2025 ???

Latvian apple cider
CIDER ROUTE

Thank you and cheers!