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

## BALTIC CIDER

### 4th Project Partners' Meeting

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9 September 2025 | Pärnu, Estonia

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*Rūta Rulle, LCTA*

# Agenda



**9.09.2025.**

- **9:00-12:00 / PROJECT PARTNERS MEETING in Jaanihanso Cidery:**
  - Apple analysis (Lathort/Polli – for questions, LCTA – next steps)
  - Common 3-type apple pilot cider (Abuls Cidery)
  - Terroir map idea (Dobele)
  - Pilot cider ideas (all SMEs present)
  - Website [balticcider.com](http://balticcider.com) (LC)
  - Baltic cider route (ERTO)
  - Belonging to Baltic Cider brand (LC/ERTO)
- **12:00-13:00 / Lunch**
- **13:00-15:00 / Site visit to Jaanihanso Cidery**



# 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	2026
<b>3 common apples</b> for experiments	X	X	-
<i><b>Note:</b> The varieties selected were '<b>Auksis,</b>' '<b>Dabinett,</b>' and '<b>Sinap Orlovskij.</b>' In 2025, samples of these varieties, along with soil samples (if needed) from various regions in LV and EE, will be collected for analysis.</i>			
<b>35 potential apple samples</b> from LV and EE	X	X	-
<i><b>Note:</b> In 2025, cider producers and both institutes will select apple cultivars for analysis as potential cider varieties.</i>			
<b>3 experimental ciders</b>	-	-	X
<i><b>Note:</b> Experimental cider will be produced from the 2025 harvest. Each selected apple variety is collected from one location in Latvia and one in Estonia. <b>The cider will be made by Abuls Cidery.</b></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
<b>Soil analysis from 35 apple growing sites</b> in Latvia and Estonia (if needed)	X	X	-
<b>20 apple juice samples</b> from LV and EE (on average 2 varieties per producer)	X	X	-
<i><b>Note:</b> 2 representative apple juice samples, including at least one for dry cider production. Dry cider made from this sample will be analyzed in 2026.</i>			
<b>10 cider samples</b> from LV and EE	-	X	X
<i><b>Note:</b> Dry cider from the 2024 harvest, made from a submitted juice sample. Five 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	2026
5 cider samples from Norway market	-	-	X
<i><b>Note:</b> 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>			
 <b>TOTAL SAMPLES: 76</b>			

### 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)

### Samples Collection Plan – next steps for 2025:

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- **3 common apples\*** – should be submitted when ready;
- **Potential apples\*** – should be submitted when ready;
- **Dry cider** - from 2024 harvest, five bottles are required;
- **Apple juice samples** – should be submitted when ready.



Cider labelling form – needs to be discussed!

\*If the apples are taken from the same location as in 2024, a soil sample is not required; however, if the apples are taken from a new location, then a soil sample must be submitted.

# 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.

Draft version of terroir map:

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<https://docs.google.com/document/d/1oKK5PA2bcnOHHxnWB2Zzr64gbfVo7cL3/edit?pli=1>








# 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.

### Pilot cider ideas:

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1. **Mr. Plūme Cidery** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.
2. **Lauskis winery** - to create a non-alcoholic cider from autumn/winter eating apples.
3. **Sabiles Sidrs** - to use an ultrasound device to process additives.
4. **Abuls Cidery** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.



# WP2 Solution piloting

## Activity 2.1. Piloting

### Pilot cider ideas:

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5. **Mürbūdu Cider** - to create a cider fermented in the old-fashioned way together with honey and flowers.
  6. **Herbsts** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.
  7. **Tālava Cider** - to make cider using the maceration method
  8. **Jaanihanso Cidery** – to craft cider from estate-grown organic apples, using an extended wild-yeast tank fermentation.
  9. **KODAS** – to make dry cider Snoob.
  10. **Tori Ciderfarm** – to make naturally carbonated cider in tanks, (charmat method) with residual sugar 10-20g/L, using locally grown crab apples.
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11. **Kloostrimetsa Ciderhouse** – to make an experimental patch of keeved 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)

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

### How to Taste Cider – Step by Step

- 1) The Glass – Pour the cider into a clear white wine glass to better appreciate its color and aromas.
- 2) Appearance – Observe the cider's color, clarity, intensity, and the fineness of its bubbles.
- 3) Breathing – Before tasting, let the cider rest in the glass for at least one minute. Contact with air will help reveal its aromas and flavors.
- 4) Aroma – First, smell the cider without swirling the glass. Then gently swirl and inhale several times to discover different notes – fruity, floral, citrus, vanilla, caramel, smoky, grassy, and more.
- 5) Taste – Sip slowly and allow the cider to linger in your mouth, so its balance, texture, and nuances can unfold.
- 6) Aftertaste – Notice the length and character of the aftertaste that remains once you swallow.
- 7) Notes – Write down your impressions and associations – this becomes your personal cider story.

### Kā degustēt sidru – soli pa solim

Glāze – ielejiet sidru caurspīdīgā baltvīna glāzē, lai labāk uztvertu krāsu un aromātus.

2. Izskats – novērtējiet sidra krāsu, dzidrību, krāsas intensitāti un burbuļu smalkumu.

3. Atelpa – pirms degustēšanas ļauj sidram vismaz minūti pastāvēt glāzē, lai saskarē ar gaisu tam atklātos aromāti un garša.

4. Aromāts – vispirms pasmaržojiet sidru, nekustinot glāzi. Pēc tam viegli paskaliniet glāzi un ieelpojiet aromātu vairākas reizes, atklājot dažādas nianšes – augļu, ziedu, citrusa, vaniļas, karameles, dūmu, zāles un citas.

5. Garša – nogaršojiet mazos malkos un ļaujot sidram mazliet uzkavēties mutē, lai izceltos tā sabalansētība, tekstūra un nianšes.

6. Pēcgarša – novērtējiet pēcgaršas ilgumu un raksturu, kas paliek mutē pēc malkošanas.

7. Piezīmes – pierakstiet savas sajūtas un asociācijas – tas ir jūsu personīgais sidra stāsts.

**+ VIDEO – “How to use tasting notebook and how to taste cider”**

# 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:

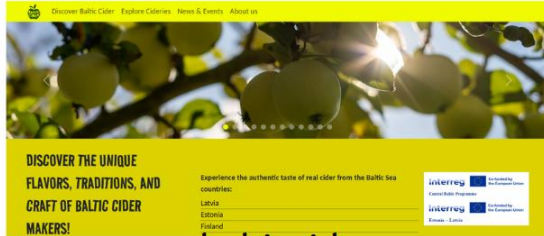
- discount for registration
- participation in tasting panel
- participation in CCP exams (\$250 for members)

<https://ciderassociation.org/cidercon2026/>

USA, Rhode Island

February 2-5, 2026

# Baltic Cider Communication Channels



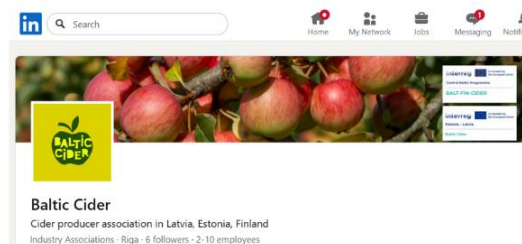
[www.balticcider.com](http://www.balticcider.com)



[www.facebook.com/balticcider](https://www.facebook.com/balticcider)



[www.instagram.com/baltic\\_cider](https://www.instagram.com/baltic_cider)



<https://www.linkedin.com/company/baltic-cider/>

Follow and share our news/posts, and feel free to suggest content!

**Next online meeting – in november to summarize the experience gained in Australia**

**Next face-to-face meeting – March/April, Kurzeme region, Latvia**





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

**Interreg**



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