



THE BALTIC CIDER STORY 2025

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WHO WE ARE:



- Professional association in tourism and local food & beverage
- Our main goal: rural tourism product development, marketing, and lobbying.
- Around 300 members – rural entrepreneurs including:
 - accommodation and catering providers,
 - food and beverage producers, craftsmen and small-scale producers,
 - active and nature-based tourism service providers.

www.celotajs.lv



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.

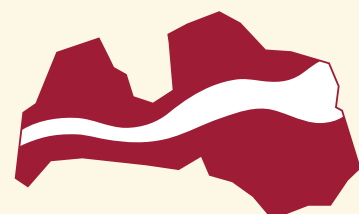




In 2019 we started the **Latvian cider route project** with the aim of celebrating cider as a national drink and developing the cider route as a culinary tourism product.



NACIONĀLAIS
ATTĪSTĪBAS
PLĀNS 2020



EIROPAS SAVIENĪBA
EIROPA INVESTĒ LAUKU APVIDOS
Eiropas Lauksaimniecības fonds
lauku attīstībai

Atbalsta Zemkopības ministrija un Lauku atbalsta dienests

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



APPLE AND CIDER FESTIVALS



LATVIAN CIDER ROUTE – A PILOT PRODUCT WITHIN EU PROJECT BASCIL

- 15 participants
- 7 pilot companies

Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

BASCIL



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.



TRAINING

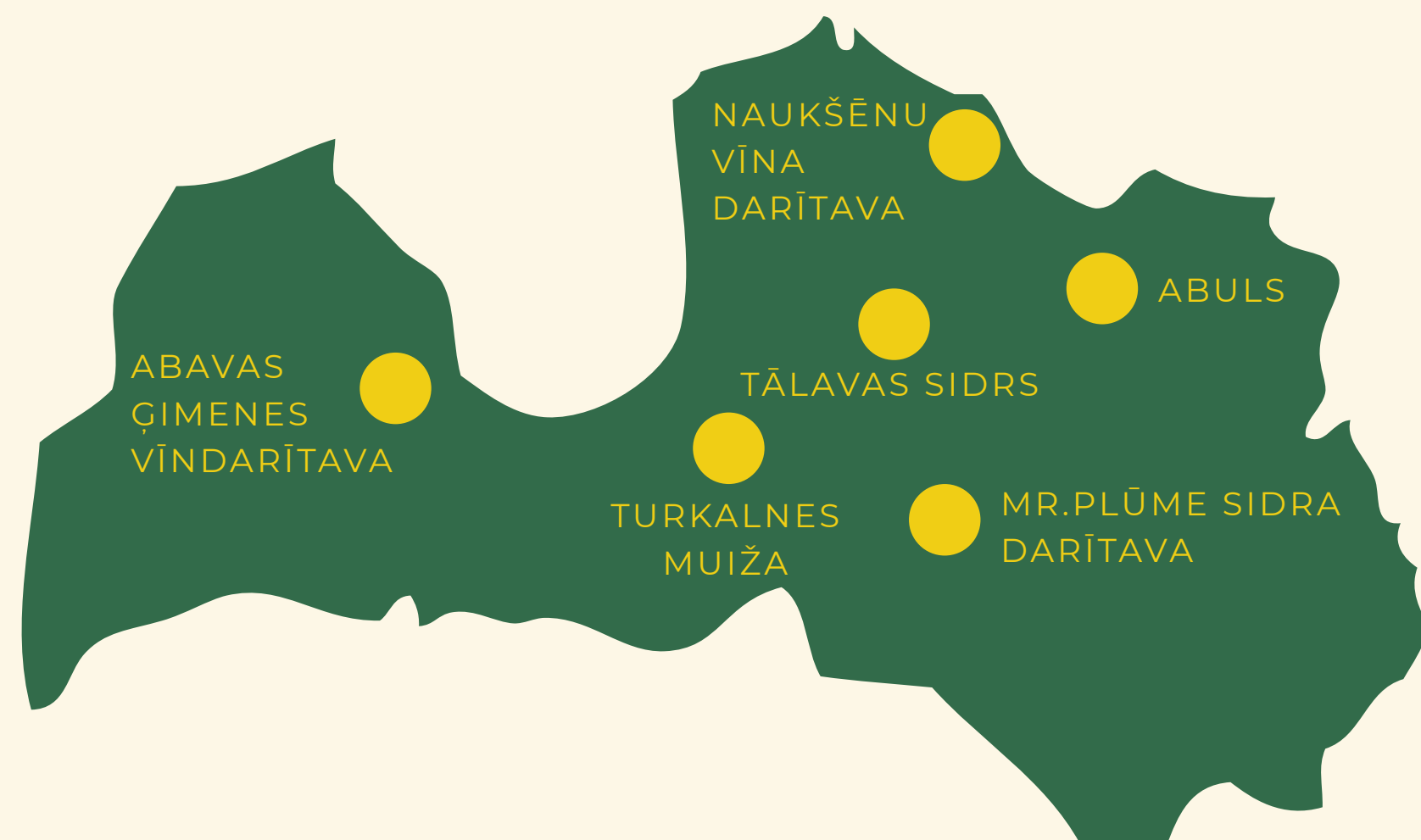
Certificated Cider Guide by the American Cider Association, May 2024



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



LATVIAN CIDER ROUTE



BALTIC CIDER



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

Estonia – Latvia



**Co-funded by
the European Union**

EXPORT OF THE BALTIC AND FINNISH CRAFT CIDERS TO AUSTRALIA



Interreg



Co-funded by
the European Union

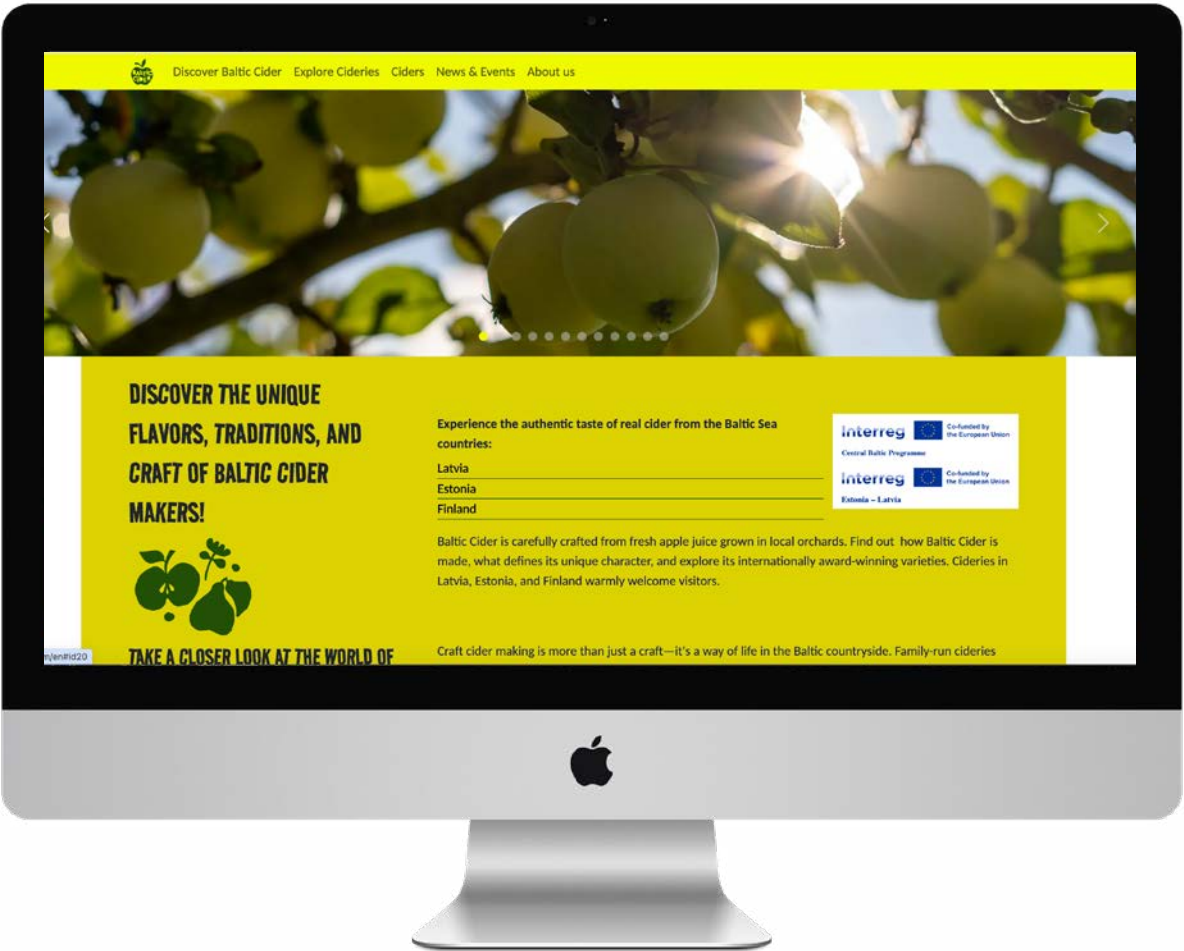
Central Baltic Programme

BALT-FIN-CIDER

BUILDING UP THE BALTIC CIDER COMUNITY

18 producers from
Latvia, Estonia Finland





Color Usage

Here's some guidance on how and when to use each color combination:

Primary colors - When introducing the brand to someone new, it's best to use the primary colors most of the time. Examples include:

- Brochure covers
- Digital and printed banners in external resources

Secondary colors - To keep the style visually interesting, use secondary colors for:

- Social media posts
- Design elements on the website
- Stickers and other souvenirs

Primary Colors



50% of the time

Secondary Colors



50% of the time



www.balticcider.com

Baltic cider coasters

Baltic Cider

Logo

Logo Usage

Choose the logo version based on the format size and the message you want to convey. For smaller spaces, like the back of a drink label or in sponsorship areas alongside other logos, use the primary logo version. For larger items, like souvenirs or materials with more space, use the logotype along with the slogan. In design materials that feature multiple branding elements, it's best to separate the logo and the slogan for a clean, balanced look. This approach ensures the logo always feels right for the context.



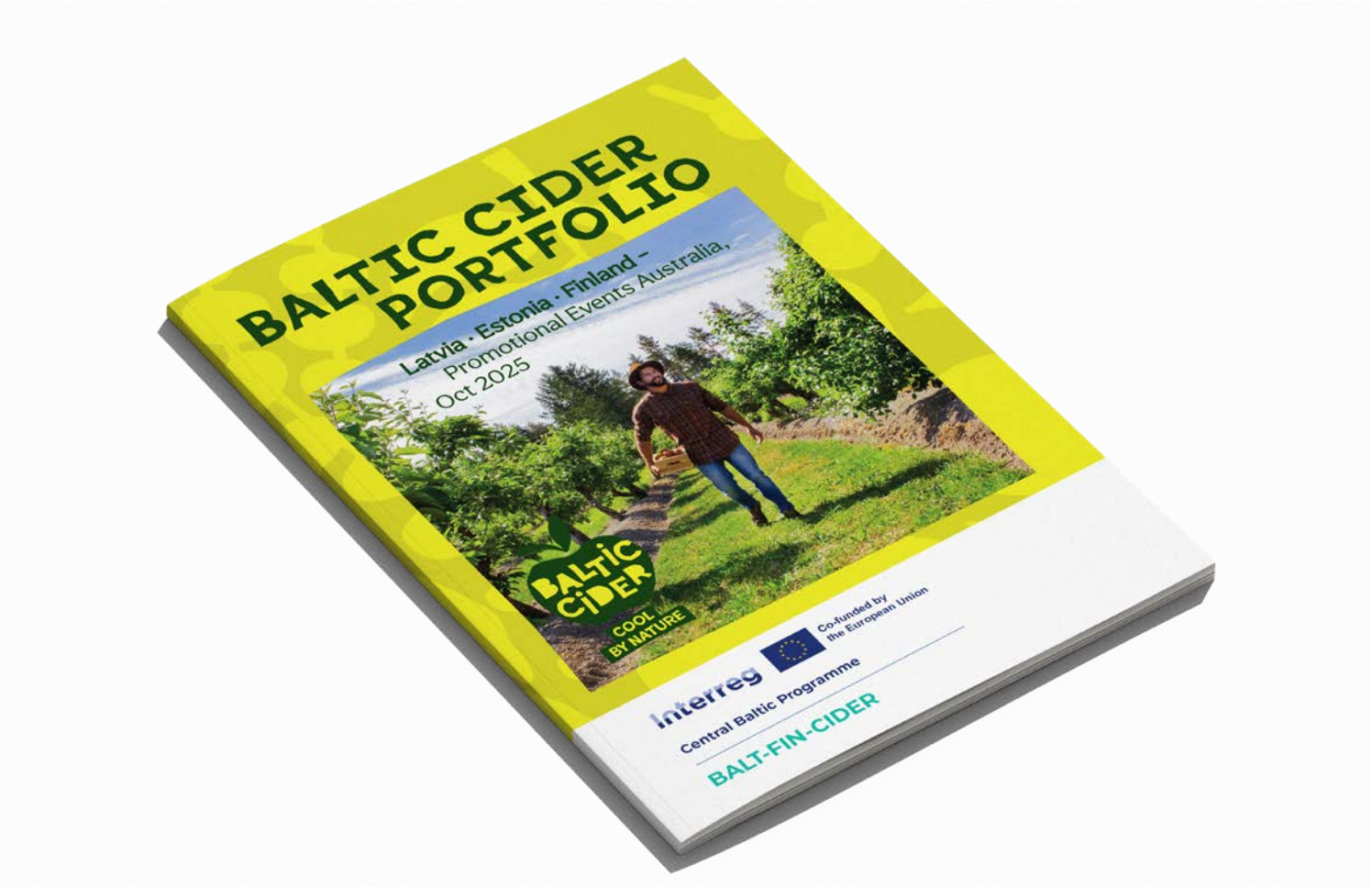
Logo



Logo + slogan



Logo and slogan separated



Baltic cider Portfolio



Baltic Cider trust mark

EXPORT READINESS TRAINING





INTRODUCTION TO THE AUSTRALIAN MARKET

Online webinar
August 28
10:00-12:00 (EET)

In collaboration with
Gabe Cook (UK)
One of the leading international cider experts, also
known as The Ciderologist.

Key speaker
Warwick Billings
Chair of Cider Australia and Founder of
LOBO Cider, a premium craft cider brand
from the Adelaide Hills.



Online webinar as part of the BALT-FIN-CIDER project. Open only to Latvian, Estonian, and Finnish SMEs – craft cider makers or entrepreneurs interested in starting or improving the production of craft cider made from fresh apple juice.



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the European Union
Central Baltic Programme
BALT-FIN-CIDER



TO AUSTRALIA



LATVIA • ESTONIA • FINLAND PROMOTIONAL EVENTS AUSTRALIA OCT-NOV, 2025

MON
OCT
5:00 PM

20



BALTIC CIDER MASTERCLASS
with The Ciderologist Gabe Cook (UK)
Melbourne - William Angliss Institute
555 La Trobe St, Melbourne VIC 3000

FRI
OCT
6:00 PM

24

CRAFT APPLE CIDER DEGUSTATIONS
and stories about travelling in Latvia and the Baltics
Latvian House in Melbourne
3 Dickens Street, Elwood Vic 3184e

WED
OCT
6:00 PM

29

CRAFT APPLE CIDER DEGUSTATIONS
stories and flavors from Estonian and Baltic cider houses
Estonian House in Sydney
141 Campbell St, Surry Hills NSW 2010

THU
OCT
4:00 PM

30



BALTIC CIDER MASTERCLASS
with The Ciderologist Gabe Cook (UK)
Sydney - Rydges World Square Hotel
389 Pitt St, Sydney NSW 2000

SAT
NOV
1:00 PM

01

CRAFT APPLE CIDER DEGUSTATIONS
and stories about travelling in Latvia and the Baltics
Latvian House in Sydney
32 Parnell St, Strathfield NSW 2135



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Central Baltic Programme
BALT-FIN-CIDER

COOL
BY NATURE

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www.balticcider.com



DISCOVER THE UNIQUE FLAVORS, TRADITIONS, AND CRAFT OF BALTIC CIDER MAKERS!



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