



Cider Festival

September 7

The Cider Festival will start at around 12:00, after the opening ceremony of the Riga Food Exhibition, and continue until the cider supply lasts.

Information for participants

Participation in the Cider Festival:

- We suggest that each participant brings 3-4 bottles for tasting (they will not be paid). The quantity can be more or less, based on your preference. The bottles can be sent beforehand to the same address where you sent the competition bottles, marked "FOR FESTIVAL," or delivered in person at the Avalon Hotel lobby to our team on 06.09.23 at 18:00.
- International participants will have an area next to the Latvian Cider Route exhibition stand, which is situated in the dedicated Cider Degustation Area. You can find the stand location scheme on the next page.

Tables and equipment

- 4-5 participants will share a table with dimensions of 2.20m in length, 68cm in width, and 76cm in height (you can view the table here: <https://www.bt1.lv/adeq/img/79.jpg>).
- Each participant will be provided with a table space of approximately 0.5m, a cooler with ice, and a sign displaying your country name/flag. You're welcome to bring business cards, postcards, catalogues, flyers, etc marketing materials to place on the table.
- Your ciders will be delivered to the exhibition the day before and stored in a fridge on the stand. Our team will be at the stand to assist you in locating your ciders in the fridge. We suggest you set up your table before the opening ceremony/NICA awards – on SEPT 7 from 9.00 to 11.00 am.
- The amount of cider in each tasting glass is at your discretion. In the tasting area, there will also be a table with meat and cheese snacks provided by the Latvian Farmers' Organization. The snacks will be available in exchange for tokens.

Tasting rules

- Glasses and disposable cups for tasting will be provided at the Cider Festival stand entrance by our team, along with tasting tokens. Each token is valid for tasting one cider. You will collect tokens from the participants during the tasting and hand them over to our team members when the tasting is concluded. This process will assist us in gaining an overview of the tasting event's success.
- Glasses and 5 red tokens per person will be provided free of charge for invited Latvian guests, judges, cider producers and experts who take part in the Festival with their own bottles or represent other cider makers. The general public will receive disposable cups along with multi-colored tokens at a cost of 3 EUR for 5 tokens.

