BALTIC CIDER

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news#4

October, 2026

BALTIC CIDER IN AUSTRALIA: WHAT WE LEARNED ON OUR 3RD SALES MISSION

Our 3rd Baltic Cider Sales Mission to Australia in May this year brought Baltic cider makers together with importers, bars, retailers and cider fans across Sydney, Batlow and Melbourne – and gave us plenty to take home.



MELBOURNE: THE PLACE TO BE

Melbourne proved a particularly good match for Baltic Cider.



There's a real appetite for new, unusual and interesting drinks, with a vibrant café and restaurant scene and an openness to innovative wines and ciders.

Our Beermash tap takeover was a highlight, with Baltic ciders flowing and a great response from customers. Mūrbūdu, Abavas and Jaanihanso ciders proved particularly popular. Definitely a market we'll be watching closely.

SYDNEY: LESSONS LEARNED

Sydney was a tougher market to crack. Breaking into the mainstream drinks scene with lesser-known imported products is challenging, and our tap takeover didn't deliver the results we had hoped for. But that's exactly what a sales mission is for: testing, learning and finding where the fit is strongest.

BATLOW: CIDER COUNTRY



At Batlow CiderFest, visitors really enjoyed tasting our ciders, with bottles selling well and Pirula ciders standing out as particular favourites. The feedback was clear: Baltic cider has a place in Australia.

We also learned an important lesson about logistics. Australia's long distances, heat and changing transport conditions are tough on unpasteurised cider – especially when kegs are repeatedly connected and disconnected. For the Australian market, product stability and pasteurisation need to be taken very seriously.

AND NEXT STOP... BRISBANE?

We also met Aigars Strautiņš, Latvian Chamber of Commerce representative for Australia and New Zealand. His view? Brisbane could be a very interesting market for Baltic Cider – hot weather, year-round demand for refreshing drinks, and a strong market for low- and no-alcohol options. We're looking forward to exploring it further, with plans already taking shape for next year.

BALTIC CIDER ON THE NEXT TOUR IN AUSTRALIA: GOOD FOOD & WINE SHOW AND COMMUNITY EVENTS

From 20–28 October, the Baltic Cider team will be travelling through Brisbane and Canberra, meeting local cider makers, members of the Baltic community, industry contacts and cider enthusiasts, and presenting a selection of Baltic ciders at the Good Food & Wine Show in Brisbane.



MEETING THE LOCAL CIDER AND BALTIC COMMUNITIES

As part of the visit:

- **18 October**, 12:00pm - Cider Meets Sauna, Harmone Saunas wellness centre in Tamburine QLD.
- **20 October** – Visit to **Sunshine Coast Cider** and a meeting with local cider maker Martin Rellstab.
- **26 October**, 17:30 – Cider tasting and meet-and-greet at the **Brisbane Latvian Hall**.
- **27 October**, 17:30 – Cider tasting and community meet-up in **Canberra at the Polish White Eagle Club**.
- **28 October** – Visits to the Latvian, Estonian and Finnish **Embassies**.

Interreg

Co-funded by the European Union

Central Baltic Programme

BALT-FIN-CIDER

This activity is supported as part of an Interreg Central Baltic Programme 2021–2027 project "Exports of the Baltic and Finnish Craft Ciders to Australia", co-funded by the European Union. This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of "Baltic Cider" and can under no circumstances be regarded as reflecting the position of the European Union.



If you're in Brisbane or Canberra during the visit, or attending the Good Food & Wine Show, stop by, meet the producers and discover a selection of ciders from the Baltic region.

BALTIC CIDER AT THE GOOD FOOD & WINE SHOW

The Good Food & Wine Show in Brisbane takes place from **23–25 October**.

The Baltic Cider stand P18 is easy to spot – look for the snowy winter scene with apple trees preparing for the new crop, a glimpse of the cool Baltic climate where our crisp and refreshing ciders are made.

Visit stand P18 to meet producers from Mūrbūdu, Pirula and Kodas cideries and explore a selection of ciders from producers across the Baltic region.

Ciders available at the stand:

- Tālava Cidery: Apple Cider with Passion Fruit; Apple Cider Non-Alcoholic
- Sabiles Sidrs Cidery: Apple Cider Semi-Dry
- Lepola Cidery: Apple Cider Hoppy Hopped
- Abavas: Apple Cider Premium Brut; Apple Cider Nordic
- Kodas: Mimikri Apple Cider; Solstice Christmas Cider
- Pirula: Paradisius Apple Cider
- Mūrbūdu Cidery: Apple Cider Gin Botanical (award winner at the Australian Cider Awards 2025); Apple Cider Non-Alcoholic Jaunā Strāva; Apple Cider Non-Alcoholic with Aronia; Semi-Dry Apple Cider with Aronia

BALTIC CIDER NOW AVAILABLE IN AUSTRALIA



House of Drinks, our Australian distributor, now has all 24 Baltic Cider products available in its online bottle shop. We're also excited to have recently received an order from Copper&Oak in Perth – another great step for Baltic cider in Australia. Discover the Baltic cider range – the Baltics are officially on the Australian cider map!

HOUSE OF DRINKS
DIRECT TO YOU FROM THE BRANDS YOU LOVE

balticcider.houseofdrinks.com.au

More information: balticcider.com

LISTEN TO OUR CIDERCON 2026 (USA) PRESENTATION: THE BALTIC CIDER STORY

In February, Baltic Cider took the stage at CiderCon 2026 in Rhode Island, USA, presenting the latest developments in the Baltic cider scene and sharing the first results of our terroir studies.

The Baltic Cider Tasting Session welcomed more than 100 cider professionals, with plenty of curiosity, thoughtful questions and very positive feedback from the audience.

The full recording is featured in Cider Chat, the international cider podcast hosted by Ria Windcaller. Episode 515, "World of Cider: The Baltic Region", includes the CiderCon presentation, along with discussion of the Baltic cider scene, local apples, terroir and the region's developing cider culture.



Listen to Cider Chat

Listen to "World of Cider: The Baltic Region"

WORKING TOGETHER, MOVING BALTIC CIDER FORWARD

Turkalne Manor Cidery in Latvia became a meeting point for the Baltic Cider collective this June, bringing together cider makers, researchers and project partners for a meeting under the ERDF Interreg Estonia-Latvia co-funded project "Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs".

The programme brought together research, practical knowledge and industry perspectives. Researchers from the Institute of Horticulture (LatHort) in Latvia and the Polli Horticultural Research Centre of the Estonian University of Life Sciences presented analyses on terroir and apple cultivars, as well as fermentation processes and cider quality.

Krišjānis Putniņš from Mūrbūdu Cidery led a sensory analysis workshop, giving participants an opportunity to explore cider through aroma, flavour and sensory perception. Participants learned to identify and understand common defects that may occur during and after cider fermentation, including vinegar notes, hydrogen sulphide (rotten egg smell), trans-2-nonenal oxidation, and Brett infection (ethyl phenol). The workshop also covered ethyl acetate and dimethyl sulphide, including their causes and prevention.

The meeting summary and worksheets from the testing, which helped identify common cider faults, their causes and solutions, as well as appropriate preventive measures, are available at **www.celotajs.lv/news**



EXPLORING CIDER AND CHEESE PAIRINGS IN RIGA

On Thursday, 15 October, the Latvian Cider Route (7 producers) and Latvian Cheese Route (9 producers) were presented in Riga at an event bringing together around 50 representatives from the media, tourism and HoReCa sectors.

Hosted at Kaļķu Vārti restaurant in the heart of Old Riga, the event showcased Latvia's local producers through a series of cider and artisan cheese pairings. Around five tasting courses will each brought together a particular cheese with a carefully selected cider, with stories highlighting what makes each combination work.
The programme also gave guests an opportunity to meet producers, discover their products and make new connections across the food, hospitality and tourism sectors. The presentation



event was supported under the ERDF Interreg Estonia-Latvia co-funded project "Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs".

MAPPING THE TERROIR OF BALTIC CIDER



View the Baltic Cider Terroir Map

The first terroir map dedicated to cider in the region brings together knowledge of climate, geography, soils, apple varieties and cider production.

Developed in collaboration between 17 cider producers, researchers at LatHort and the Polli Horticultural Research Centre, together with the Latvian Country Tourism Association and Estonian Rural Tourism Organisation, the map divides the Baltic cider region into four terroir zones. These reflect the north–south climate gradient and the influence of maritime and continental conditions.

Rather than simply showing where cider is made, the map helps visualise why ciders from different parts of Latvia and Estonia can develop different characteristics. Variations in temperature, rainfall, sunshine, growing-season length, soils and apple genetics all influence how cider apples grow and ripen.

The work also highlights the diversity available to Baltic cider makers – from traditional Baltic and European cider varieties to crabapples, wild apples and experimental selections. As cider makers and researchers continue to share observations and analyse new data, understanding of Baltic cider terroir will continue to develop.

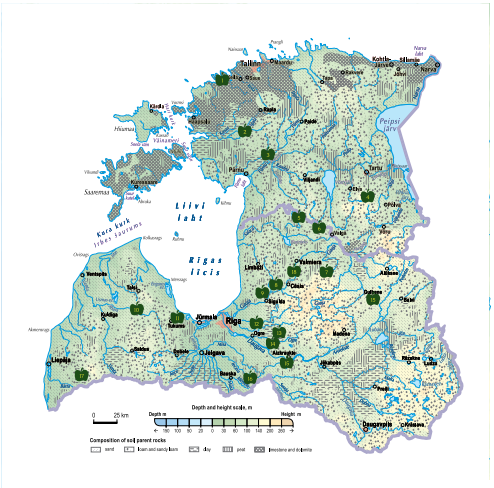
EXPLORE THE VARIETIES USED BY CIDER MAKERS IN ESTONIA AND LATVIA: balticcider.com/en/discover/apples

BALTIC CIDER ROUTE: USING TOURISM TO PROMOTE CIDER

Many cideries in Latvia and Estonia already welcome visitors and have developed experience in combining cider production with tourism. Visitor experiences introduce people to cider culture, deepen their understanding of cider and create opportunities to sell products.

To build on this, we are developing the Baltic Cider Route as a unified tourism product, bringing participating cideries together under one umbrella. The aim is to make it easier for visitors to discover cideries across Latvia and Estonia and to find information about what each one has to offer.

The Latvian Country Tourism Association and Estonian Rural Tourism Organisation bring extensive experience in tourism development and a good understanding of the needs of both individual travellers and tour operators. Practical information available before booking – such as group capacity, parking, programmes and visitor experiences – can influence whether a cidery becomes part of a trip.
Cider makers are therefore exchanging knowledge not only about cider production, but also about welcoming visitors and creating stronger experiences.



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CIDER, COUNTRYSIDE AND HOME CAFÉ DAYS

This summer, Home Café Days brought visitors all over Latvia in search of good food, local stories and memorable places. Among the hosts were three cider makers, each offering a distinctive local experience.

Herbsts Cidery welcomed guests to Ziedoņi near Priekule, where the idea for their cider first began. Their garden celebration featured seasonal dishes paired with Herbsts ciders, apple juice and non-alcoholic Garden Spritz. Guests could explore the garden, hear the story behind Wild Baltic Cider and learn about local apples and wild fermentation.



At Abuls Cidery, cider was all about local and wild apples. Visitors could taste natural ciders alongside seasonal food, including venison stew cooked in cider and wild mushroom soup. They could also explore the cider orchard and cellar and take a bottle of cider home.

Turkalne Manor combined cider, food and history. Visitors could explore the historic manor and brewery, taste the estate's cider and beer, and enjoy a menu ranging from seafood to steak and desserts.

From wild apples and garden harvests to historic manor walls, the cideries showed that Home Café Days was about much more than eating – it was about meeting the people, places and stories behind Latvia's local flavours.

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WHAT'S NEW ACROSS OUR CIDERIES?

A GOOD APPLE YEAR IN LATVIA, DESPITE THE STORM



This year has brought a good apple harvest in Latvia, with September marking the beginning of the busiest period for picking. Despite a cold winter, the apple trees generally overwintered well, with good snow cover protecting root zones from severe cold.

Home orchards are also producing plentiful crops. In small towns and villages, boxes of freshly picked apples can often be found outside homes for passers-by – a simple autumn tradition reflecting the abundance of the season.

August brought a very different challenge. On 22–23 August, Cyclone Priska crossed Latvia, causing the strongest summer storm recorded in the country, with record-breaking wind and rainfall in several locations. The strongest gusts reached 31 m/s in Daugavgrīva.

The storm damaged many orchards, while others escaped with little or no impact. It was another reminder that weather conditions can vary considerably even within a relatively small country. Orchard location and microclimate can make a significant difference – something reflected in the apples and, ultimately, in the cider they produce.



JAANIHANSO TAKES BALTIC CIDER TO JAPAN



Jaanihanso will participate in the Japan International Food and Beverage Expo (JFEX) in November 2026.

Branded as the "Gateway To Japan's Food Market," this is one of the most important commercial fairs in Japan and takes place in Tokyo. With the help of the local partner there will be several other meetings and presentations before and after the main event where Jaanihanso will present its cider to potential buyers and promote the Baltic Cider brand to the Japanese audience.

A WINNING YEAR FOR VASKI CIDER



Vaski Cider & Distillery has won everything a small producer can win this year! First, in June Vaski's Sarastus was chosen the Best Cider in Finland.

In September, Vaski Cider received an honorable mention in the Hungry for Finland food tourism competition. It was awarded for the sightseeing and tasting product called Cider Experience Along the Motorway. The reference to the motorway tells that you can easily reach the site at Design Hill. Tapani Levanto's way of opening the world of real cider really impressed the judge. Vaski Cider was very bold in the awards ceremony: samples for everyone and festive decorated bottles of cider for the winners.

In addition, Vaski's Sarastus picked up a silver medal at the Finnish Championships in Artisan Food, in the Innovative Artisan Food category.

Tapani Levanto himself was competing also for the title of the most courageous entrepreneur. He was chosen to the finals, where five young and dynamic entrepreneurs competed for the title.

Congratulations to all the producers continuing to put Baltic and Nordic cider on the map – and encouragement to others to enter competitions and share their work with new audiences.



MR PLŪME: THE 2026 HARVEST IS UNDERWAY



The 2026 apple harvest and pressing season has officially begun at Mr Plūme, with the first apples gathered and pressed on 10 September.

This year, the orchard is producing an abundant crop. Early autumn varieties include some particularly impressive red-fleshed apples, whose juice has bright acidity, red-berry flavours and a touch of tannin.

There is also a plentiful crop of small crab apples, measuring just 2–4.5 cm across. These apples bring tannins, colour and distinctive flavour notes to cider, with some varieties also having red flesh.

Harvesting the tiny apples is labour-intensive: at the current pace, one person can collect around six sacks of crab apples in a day, compared with more than twenty sacks of larger apples.

If all goes according to plan, this year's crab apples will become a new batch of 'Paradise' cider – another expression of the character and diversity found in the orchard.



TORI SIIDRITALU NAMED PÄRNU COUNTY FARMER OF THE YEAR

Congratulations to Karmo and Veranika Haas of Tori Siidritalu in Estonia, named Pärnu County Farmers of the Year 2026!

The annual C. R. Jakobson award recognises farmers whose work has made a lasting contribution to life and agriculture in Pärnu County. For Tori Siidritalu, it recognises more than a decade of growing fruit and making cider in Pärnumaa.

What began in 2014 as a move from Tallinn to the family farm has grown into an established organic cider farm, with almost 10 hectares of apple orchards and a focus on producing drinks from its own fruit.

KODAS CIDERS - FIRST IMPRESSIONS

Dan Renwick, an Australian entrepreneur behind a bottle shop and entertainment theatre in Tallinn, tasted Kodas ciders Mimikri and Solstice for the very first time.



Curious to see what he thought?

Watch the video!

COOL BY NATURE

APPLE FESTIVAL IN DOBELE: WHERE APPLES MEET CIDER



Every autumn, Dobele celebrates Latvia's apple harvest with the Apple Festival, held in the gardens of the Horticulture Institute. This year's festival took place on 3 October, bringing together apple growers, researchers, food producers and visitors.

At the Apple Festival, visitors could discover and taste more than 100 apple varieties, as well as receive expert advice from scientists at the Horticulture Institute. They could also taste varieties bred at the Horticulture Institute for cider production and learn why their flavour differs from that of the apples we usually eat fresh.

Baltic Cider cideries **Lauskis**, **Pienjāņi**, **Sabiles Sidrs**, **Herbsts** and **Mūrbūdu** are also took part, giving visitors the opportunity to discover a range of ciders and meet the people behind them.

BEVERĪNAS DZĒRIENI JOINS THE BALTIC CIDER COMMUNITY



The Baltic Cider community continues to grow, welcoming **Beverīnas Dzērieni**, a family-run farm-based producer from Trikāta, Latvia, to the Baltic Cider brand and collective.

The family's farm has more than 6,000 fruit trees, with most apples and pears used in its beverages coming from its own orchards. The range includes juices, sparkling fruit lemonades and a diverse selection of ciders.

The cider range includes classic apple styles as well as combinations with aronia, blackcurrant and hops. Different formats range from 0.33-litre bottles to larger containers and kegs.

At the farm in Trikāta, visitors can explore the production and access services such as juice pressing, pasteurisation and bottling, as well as make-your-own-cider and custom lemonade options.

CIDER, CHEESE & FINE FOODS: A NORTHERN BALTIC TASTE



A new three-year EU-funded project is bringing Latvia, Estonia and Finland together to promote artisan cheese and other high-quality local foods in the UK.

Under the new Northern Baltic Cheese and Fine Foods brand, small producers will have opportunities to connect with buyers, take part in tastings and international food events, and benefit from joint marketing and export activities.

For cider makers, this creates an opportunity to put cider alongside other Northern Baltic specialities. Cider and artisan cheese are natural partners, and pairing them can showcase cider as a versatile, food-friendly drink while telling a wider story about local ingredients, craftsmanship and regional flavours.

The project is open to cider, non-alcoholic drink and other food producers from Latvia, Estonia and Finland.

Project news:
Exports of Artisan Cheese and Complementary Fine Food products from Latvia, Estonia, and Finland to the UK - Project News

To join the export network, contact lauku@celotajs.lv

ESTONIAN-AUSTRALIAN CHAMBER OF COMMERCE EXPLORES EXPORT OPPORTUNITIES



On 7 September, the Estonian Rural Tourism Organisation welcomed directors of the Estonian Australian Chamber of Commerce, Sulev Kalamäe and Aet Madison in Tallinn for a tasting showcasing the diversity and export potential of Estonian small food producers.

The table featured a variety of distinctive local products, from KODAS Fibes functional fruit purée to Piesta Kuusikaru Farm's apple stroop and marmalade, Tamme Aiandustalu's cider jelly, Hiiu Gourmet's sauna chocolate, and Honest Nektar's functional honey drink. Guests also discovered Uue-Saaluse Wine Farm's fermented sea buckthorn iced tea and Tõrvaaugu Organic Farm's blackcurrant lemonade.



The tasting sparked interest in the potential of Estonian micro and small producers to reach Australian consumers. The next step? Exploring export opportunities for at least a couple of these products.

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