



CIDER GUIDE BALTIC CIDER BRAND CIDER MARKET

Riga, Latvia
May 23-25, 2024

We invite you to join us for this groundbreaking event, marking a new chapter in the advancement of Baltic cider. Over the course of three days, participants will explore new perspectives designed specifically for industry professionals, leading up to a cider festival open to all. The live training sessions will be steered by Gabe Cook, a distinguished cider expert from the UK, boasting 15 years of expertise and renowned in cider circles as "The Ciderologist":
www.theciderologist.com, IG: [@ciderologist](https://www.instagram.com/ciderologist).



May 23, 2024 / "Sidrērija" cider bar, 24 Peldu str., Riga / "Cider Guide".



May 24, 2024 / "Sidrērija" cider bar, 24 Peldu str., Riga / Baltic Cider Workshop.



May 25, 2024 / Kalnciema Quarter, 35 Kalnciema str., Riga / Cider Market.

We extend this invitation to cider makers, bartenders, beverage sommeliers/pommeliers, wholesale and retail beverage vendors, beverage exporters, representatives from the hospitality industry, cider enthusiasts, and all those intrigued by the world of cider.

For further details regarding registration and participation, please contact Anna at:
anna@celotajs.lv, +371 22495916.

PROGRAMME

**May 23,
Thursday
9:00-15:30**

**"Sidrērija",
24 Peldu
str., Riga**

"Cider Guide"

For the first time in the Baltics, seize the opportunity to undertake a **one-day training** Cider Guide. It provides knowledge and understanding of quality cider, and also equips holders with compelling arguments for its selection, alongside recognition within the global cider community.

Training developed by the American Cider Association (ACA) and launched at CiderCon® 2016, the Cider Professional programme provides food and beverage professionals, and enthusiasts, with the knowledge and skills to understand and share the joy and nuance of cider.



Topics

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

09:00 - Arrival and Check In
09:30 - CCG Presentation part 1
11:00 - Break
11:15 - CCG Presentation part 2
12:45 - Lunch
13:45 - CCG Sensory Evaluation
15:30 - Finish

May 24,
Friday
9:00-14:00

"Sidrēja",
24 Peldu
str., Riga



Baltic Cider Workshop

TOPICS

Global cider market learnings

- what is happening in emerging and mature cider markets and what can Latvia / Baltic states learn?
- opportunity / challenge of appealing to beer and/or wine consumers

Latvia / Baltic Cider Identity

- is there a style / approach / profile?
- should efforts be undertaken to gain some uniformity to promote the style / region? Or more idiosyncratic?

Technical Questions

- apple varieties / fermentation (inc spontaneous fermentation, So2 use etc)/ maturation (barrels, MLF etc) / stabilization / packaging

Cider Doctor

- taste ciders brought by participants who are not happy with the sensory characteristics
- we will identify the characters, how they are caused, how to avoid them and how (if possible) to alleviate

09:00 - Arrival and Check In
09:30 - Workshop part 1
11:00 - Break
11:15 - Workshop part 2
13:15 - Finish and lunch

Participation with prior application, the number of places is limited (30 pers.). Free of charge.

May 25,
Saturday
10:00-16:00

Kalnciema
Quarter, 35
Kalnciema
str., Riga

Cider Market

10:00 - 16:00 Cider market "Latvian Apple Cider Route " together with the weekly Kalnciema Quarter market of Latvian producers-artisans and guests from the Baltics. During the market, we will demonstrate how ciders can be paired with foods from local producers available at the market. Visitors will be invited to sample ciders from all producers, vote for their favorite, and participate in a prize draw.

7:30-9:00 Participants setting up market stalls

10:00-16:00 Cider market "Latvian Cider Route " together with the weekly market of Latvian producers-artisans and guests from the Baltics

11:00 Cider market opening by Gabe Cook and Martins Barkans (Abava)

12:00-12:30 Cider tasting, voting and prize draw (in the market square)


Lauku Ceļotājs
www.celotajs.lv



Interreg
Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

BASCIL