



Anna Palelione
Lauku celotajs, Latvia

Tartu, Estonia
September 19, 2024

Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

BASCIL

Latvian Cider Route

Our producers / in pilot region (15)

PILOT SMES 6:

- ABAVA CIDERY
- ABULS CIDERY
- TĀLAVA CIDERY
- LAUSKIS CIDERY
- TURKALNE MANOR
- SABILE CIDER

OTHERS:

- CIRULISI HOME GOODIES
- HERBSTS CIDERY
- PIENJANI CIDERY
- MURBUDU CIDER
- MR. PLUME CIDERY
- EZERA CIDER
- ZILVER VINERY
- LIGATNE VINERY
- LATGOLYS SMAKOVKA



PROMOTIONAL PHOTOS

We took photos in August 2024

- For each entrepreneur
- On our social media accounts
- On our website
- To promote the Latvian Cider Route at cider events











ME 6969228

SABILES
SIDRS™
no Latvijā audzētiem āboliem
DARINĀTS ĀBAVAS SENLEJAS SIRDĪ,
IEVĒROJOT KLASISKĀS SIDRA GATAVOŠANAS TRADĪCIJAS.
LAUJIES SVAIGUMA VALDZINĀJUMAM!

ĀBOLU PUSSAUSIS
0.75L | ALC. 8 TILP.%

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LATVIAN CIDER ROUTE PROMO VIDEO

We shot the video in August 2024
The final result - October/
November 2024



PROMOTION EVENTS

- **March 2025**

Seminar in LV embassy in UK
for tour operators and media

- **July 2025**

A vine and cider festival in
Sabile ???

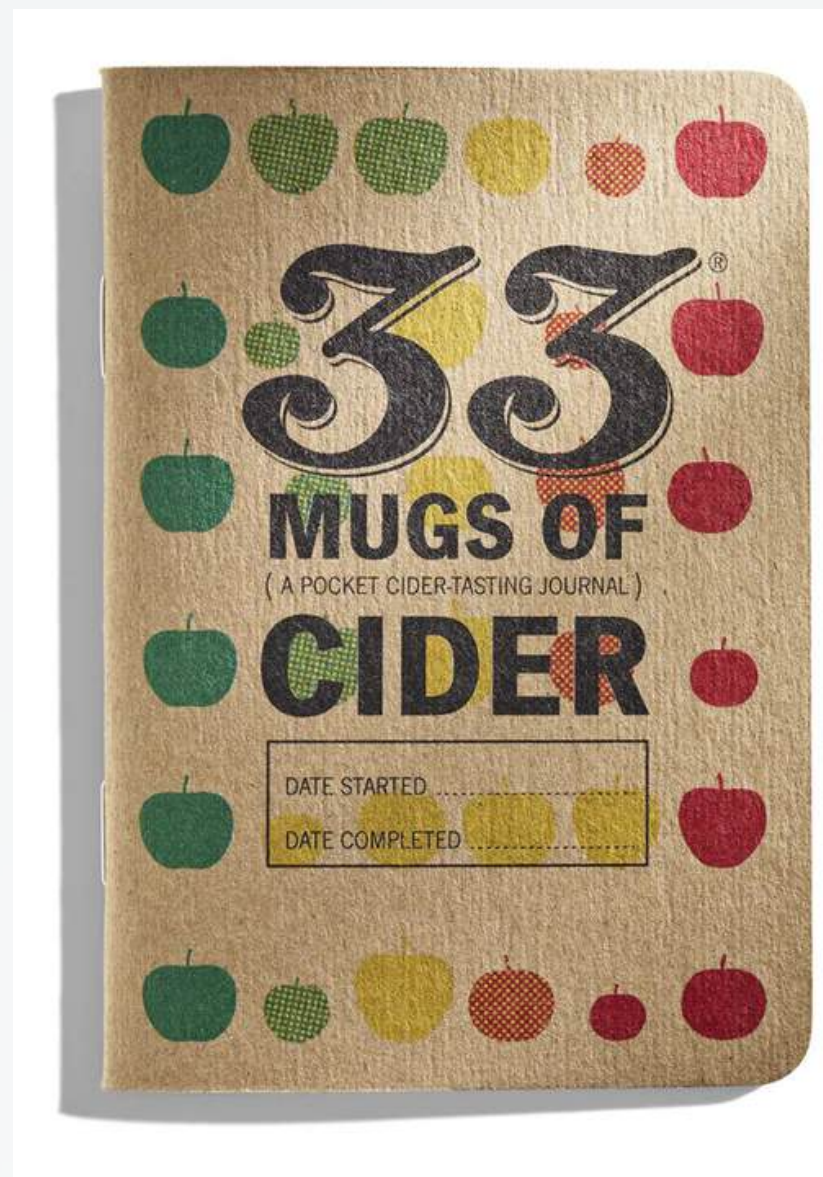
- **???**

A master class on cider
making at home



A CIDER TASTING NOTEBOOK

- Map with all Cider route producers.
- Some basic information about the cider
- An easy way to record tasting notes

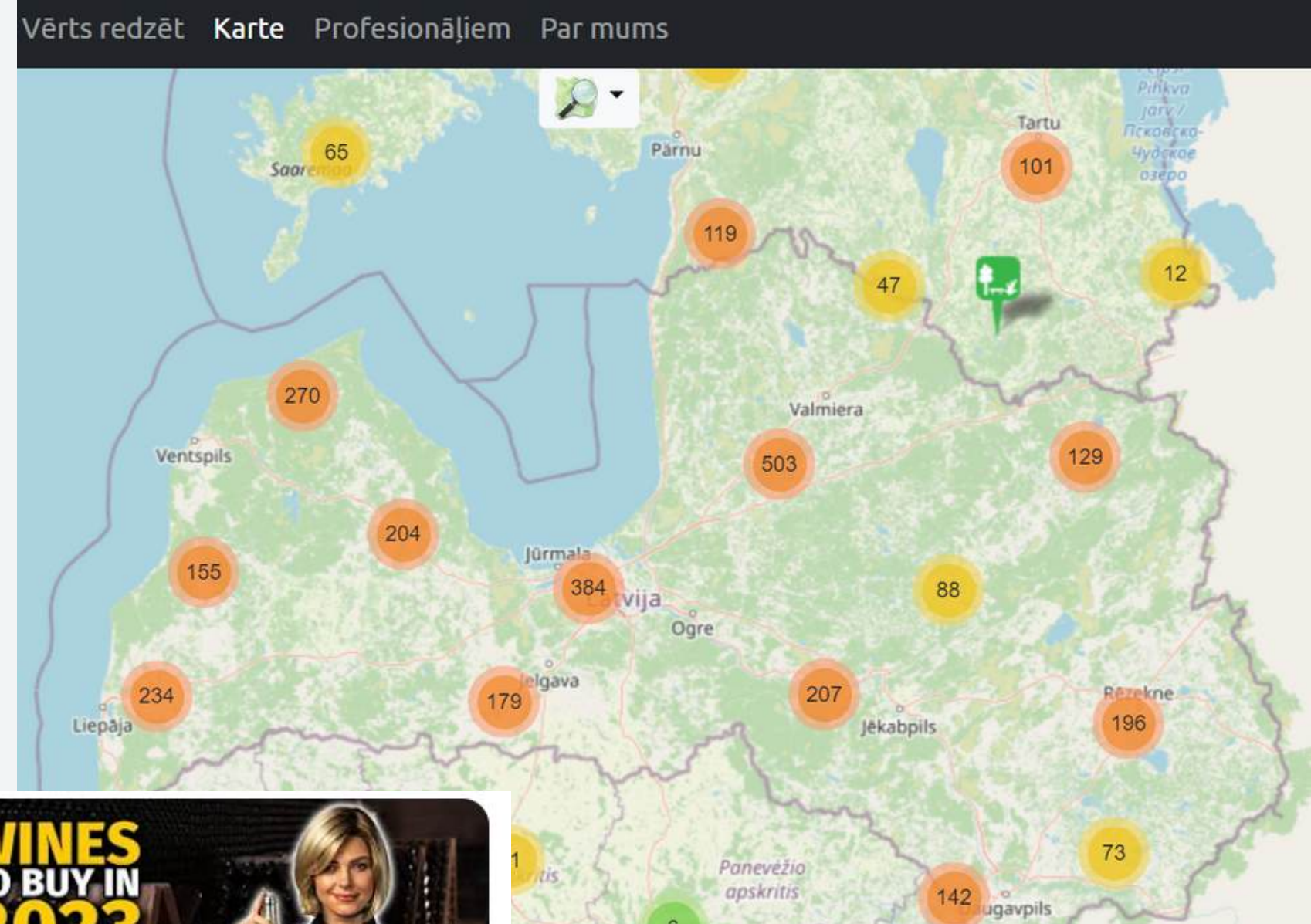
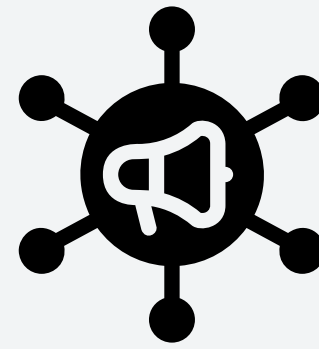
This image shows a page from a cider tasting notebook. The page is divided into several sections for recording information. At the top, there are fields for 'CIDER NAME:', 'DATE:', 'ABV:', and 'PRICE:'. Below these, there is a section for 'APPEARANCE' which includes a 'COLOR' scale (PALE, STRAW, GOLD, AMBER, APRICOT, COPPER) and a 'CLARITY' scale (CLOUDY, HAZY, SLIGHT HAZE, CLEAR, BRILLIANT). To the right of the appearance section is a 'CARBONATION' scale (SPARKLING, PETILLANT, STILL). Below the appearance section is an 'AROMA' section with an 'INTENSITY' scale (LOW, MID, HIGH) and a list of 'AROMAS AND FLAVORS' (BERRY, APPLE, PEAR, STONE FRUIT, FLORAL, NUTTY, HERBS, TROPICAL). To the right of the aroma section is a 'TASTE' section with three circular scales for 'SWEETNESS', 'ACIDITY', and 'BITTERNESS', each with a scale from 1 to 12. Below these are 'INTENSITY' and 'LENGTH' scales (LOW, MID, HIGH; SHORT, MID, LONG). At the bottom, there is a 'VERDICT AND REFLECTIONS' section with a dotted line for writing, and a 'RATING' scale from 1 to 6.

RENEWED
LATVIAN CIDER ROUTE
LOGO



OUR PLANS FOR 2024/2025

- Update info on www.celotajs.lv website.
- Improve the digital-interactive map - celotajs.lv and embed maps on pilot partners websites.
- Social Media Campaign - spring 2024
 - Latvian Cider route on Instagram, FB, Youtube
- Public Relations & Media Coverage
 - Press Releases - before x-mas 2024, spring 2025, during the summer 2025
- Cooperation with Latvian YouTubers who create content in English.
- Email Marketing
 - sign-up option for Latvian cider route news - for locals



5 Wines I'm BUYING In 2023 (& Why YOU Should Too!)
66K views • 1 year ago



Wine Travel: Top 3 European WINE REGIONS You Can't Miss This...
10K views • 3 months ago

...HOW TO CONTINUE?!



Thank you and cheers!

