

Exports of the Baltic and Finnish Craft Ciders to Australia

BALT-FIN-CIDER

CB700297 BALT-FIN-CIDER

Interreg



Co-funded by
the European Union

Central Baltic Programme

BALT-FIN-CIDER

Kick-off meeting | June 12, 2025 | Riga
Asnāte Ziemele, LCTA

Project

Goal:

Latvian, Estonian and Finnish craft cider producers achieve sales in Australia.

Project Duration: May 1, 2025 - April 30, 2028

Project Partners:

1. Latvian Country Tourism Association
2. ERTO - Estonian Rural Tourism Organisation
3. Cooperation partner in Finland: Craft Cider association, Emmi Brownie

Steering group? Who should be members?

Agenda

WP 1 SME preparation for exports to Australia

Activity 1.1.	Open call for cider producing SMEs
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Activity 1.2.	Baltic-Finnish Cider brand identity for Australian market entry.
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Activity 1.3.	Preparation and training support to SMEs.
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WP2 Promotion and sales support to SMEs

Activity 2.1	Promotion and networking with the cider community internationally. Upcoming: - Expo Singapore, ProWine, International Trade Fair for Wines and Spirits, 21-24 April, 2026
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Activity 2.3.	Promotion and sales support materials.
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Activity 2.4.	Project communication.
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Activity 2.2.	Promotion and sales events in Australia. Upcoming: - Australian Cider Awards Oct 18 - Nov 1-2, 2025
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Project time plan

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	After End
WP1 SME preparation for exports to Australia							
<i>A1.1 Open call for SMEs.</i>	D1.1.1						
<i>A1.2 Baltic&Finnish Cider brand identity...</i>		D1.2.1					
		D1.2.2					
<i>A1.3 Preparation and training support to...</i>	D1.3.2	D1.3.1	D1.3.3		D1.3.4	D1.3.5	
<i>PO1O1</i>						O1.1	
WP2 Promotion and sales support to SMEs.							
<i>A2.1 Promotion and networking with cider...</i>		D2.1.1				D2.1.2	
<i>A2.2 Promotion and sales events in Austr...</i>	D2.2.1					D2.2.2	
<i>A2.3 Promotion and sales support materia...</i>						D2.3.1	
						D2.3.2	
<i>A2.4 Project communication to SMEs and g...</i>						D2.4.1	
<i>PO1O2</i>						O2.1	
Result indicator							
<i>PO1R1</i>						R1	

Project Outputs:

- 30 SMEs trained for exporting to new markets.
- 15 SMEs introducing Baltic&Finnish cider brand as a marketing innovation to achieve sales in Australia as a new export market.

Project Result

- 15 PO1R1: PSR1 Companies with achieved sales and contracts to new markets.

Project info: <https://www.celotajs.lv/en/project/45?5>

Open Call for Cider Producing SMEs

- Invite LV, EE, FIN cider makers to an **online meeting** to present the activity plan for achieving sales in Australia and the criteria for SMEs to participate.
- Preparation tasks in LV, EE, FIN / Launching date
- Criteria for participation (also for Baltic Cider brand?)
 - ❖ producing cider from natural apple juice
 - ❖ using only natural components
 - ❖ export capacity and interests
 - ❖ ability to communicate in English
 - ❖

Baltic-Finnish Cider Brand Identity for Australian Market

Core messages:

- Our cider is made from natural apple juice
- Apples harvested from local gardens and natural surroundings + berries, hops, and other natural ingredients
- Nordic = clean, ecological, healthy, aromatic, nature, green...

Deliverables in the project:

Baltic&Finnish cider brand. Description Brand identity defined: visual, brand messages, slogan. **Cool by Nature!**

The Baltic & Finnish Cider Guide. The Baltic&Finnish Cider Guide will introduce traditions, history, regions, apple sorts, tastes, flavours, and the craft cider lifestyle. Online and printed. **Ready for OCT 2025 visit.**



Preparation and Training Support to SMEs

Topics - with input from top experts Gabe Cook, Australian Cider, etc.

- Market trends and expectations
- Rules and regulations for cider in Australia (standards, taxation, labelling)
- Exporting/importing procedures and regulations
- How the market works
- Costs

Deliverables in the project:

- **6 online webinars** during the project.
- **6 face-to-face workshops** in LV, EE, FI (along with partner meetings)
Next partner meeting - (we have Estonia 8-9 SEP 2025 for Est-Lat project)
- **Handbook for Cider Exports to Australia**
Key rules and requirements for exports of cider to Australia. Market knowledge. Printable, online and presentation format. After first experiences in Australia.

Example: Training topics: Technical Webinar

- The Australian market will largely demand ciders made with a high degree of precision and care. The presence of VA and other flaws are less likely to be tolerated.
- Ciders should be presented clean and fresh – this requires attention and focus on yeast, nutrient and protection.
- joined by **Sigrid Gertsen-Schibbye** – Lallemand's European Cider Technical Advisor.
- This session will run through the key steps of fermentation and maturation to understand the steps and options for optimal sensory characteristics.

Training topics - Commercial Webinar

- Understanding what pack type, branding and messaging works with your desired route to market and consumer is critical.
- F.e. joined by **Tom Oliver** – globally celebrated cider maker – and **Christine Walter** – USA champion cider maker.
- This session will focus on how to understand a marketplace, how to choose the right packaging and language to reach your consumer and how to succeed as an exporting brand.

Training topics - Australia Market Webinar

- What are the different routes to market? What are the key drivers of sale? What are the latest trends?
- F.e. by **James Dvunjak** – Endeavour Group Analyst - and **Rosie Zollinger** – Cider Australia.
- An hour with **Warwick Billings**, Cider Australia president, on sharing his knowledge & experience on import/export.

Possible Individual consultations for export activities.

Promotion and Networking with the Cider Community Internationally: examples

- Expo Singapore
ProWine, International Trade Fair for Wines and Spirits,
21-24 April, 2026
One of the leading wines and spirits trade fairs to reach out to key importers, distributors and suppliers.
<https://www.prowine-singapore.com/>

who has experiences?

- Japan Cider Cup
[Japan Cider Cup Tasting Competition & International Event](#)

who has experiences?

Promotion and Sales Support Materials

A set of Baltic&Finnish cider promo materials

- Flyers, posters, roll-ups, videos and reels, photos
- Baltic&Finnish Cider e-newsletter

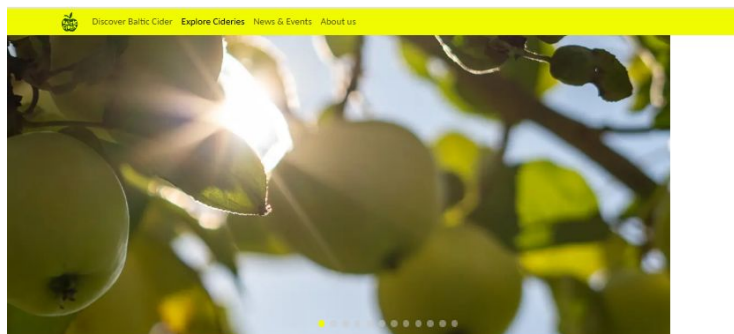
Promos for the upcoming event in AU OCT2025 -
preparations, tasks, deadlines

Baltic&Finnish cider web platform

<https://balticcider.countryholidays.info> to **Balticcider.com**

<http://balticcider.countryholidays.info/>

<https://balticcider.com/>



SABILES SIDRS



OUR STORY

The owners of Sabile Cider are the Cirēns family - Baiba and Aldis. The idea of the cidery came from both tending the family orchard near Sabile, where old, majestic apple trees grow, and from learning about cider culture and production traditions in England and France.

APPLES

The apples used for cider-making are grown in the orchards of Kurzeme - both dessert apples and specially selected varieties suitable for cider production.



CIDERS

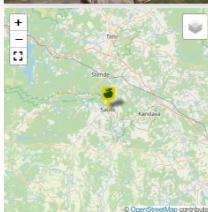
Sabile's ciders are intense, yet fresh and sparkling, with or without additional flavours. Two brands of cider are produced: Sabiles Cider and Gardener's. There are also mulled ciders and cider cocktails available. Sabile's ciders have won awards at international competitions in Spain, Germany, Norway, and Riga.

FOR VISITORS

The cidery offers tours with stories about cider-making in Sabile, as well as tastings at the Sabile's Cider House.

WHERE TO BUY

Sabile's and Gardener's ciders can be purchased at major retail chains, specialized shops, the Sabiles Cider House, and the Sabiles Cider online shop at sablesidrs.lv



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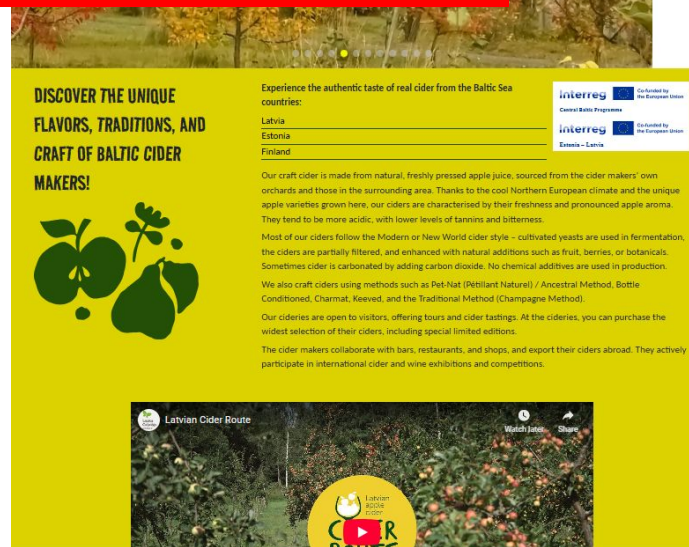
www.sablesidrs.lv

www.facebook.com/sablesidrs

www.instagram.com/sablesidrs

info@sablesidrs.lv

+371 61301707, 61301701



TAKE A CLOSER LOOK AT THE WORLD OF BALTIC CIDER



DISCOVER BALTIC CIDER

Learn the craft, flavors, and traditions behind Baltic cider.

[Start Your Journey](#)



EXPLORE CIDERIES

Discover the cideries shaping the Baltic tradition.

[Explore Our Cideries](#)



NEWS & EVENTS

Stay informed about festivals, events, and the latest in Baltic cider.

[See What's New](#)

Craft cider making is more than just a craft—it's a way of life in the Baltic countryside. Family-run cideries pour their passion into every bottle, producing ciders with care, creativity, and love.

Project Communication

Media and social network coverage

A summary of media and social network coverage - online, printed, broadcasting, posts in partner organisation profiles in social networks, etc. will be produced each project period.

- Project info and news on LC website
[Exports of the Baltic and Finnish Craft Ciders to Australia \(BALT-FIN CIDER\) - About project](#)
- ERTO - project basic info and link to LC website

Australian Cider Awards Oct 18 - Nov 1-2, 2025

<https://docs.google.com/document/d/1iW64b2-7fwq6ANI1eHINjVXsSkZGXplE3yeEjaTDZEY/edit?invite=CNLJp54E&tab=t.0>

18. Oct	Arrival in Melbourne
19. Oct	Checking details - ciders, location, transport
20. Oct	Masterclass with Baltic-Finnish ciders
21.-23. Oct	Judging/trade visits in Melbourne
24. Oct	Get-together at the Latvian House in Melbourne
25.-28. Oct	Driving by bus, Visits en route Melbourne-Sydney
29. Oct	Visits to retailers, HORECA in Sydney
29. Oct	Estonian House in Sydney
30. Oct	Baltic-Finnish Cider presentation in Sydney for the trade - lunch Baltic-Finnish Cider pop-up presentation during the Australian Cider Awards dinner
	Latvia house in Sydney get together - Baltic cider presentation
31.Oct	

20. Oct Masterclass with Baltic-Finnish ciders

- A Melbourne-based trade-focused showcase, encouraging broad attendance, including retailers.
- Showcasing Baltic and Finnish Cider Culture culture, production methods, apple varieties, packaging, and flavor profiles, highlighting the difference from Australian ciders.
- Master Class Format: a tasting session of around six ciders, potentially paired and contrasted by theme, to tell the story of the Baltic region.
- **Ciders entered in the competition cannot be showcased in the master class.**
- Melbourne and Sydney master classes should feature different sets of ciders.

21-23 Oct: Judging and trade visits in Melbourne

- Individual visits to bars, restaurants, and retailers arranged with the help of Baltic contacts.

24. Oct: Get-together at the Latvian House in Melbourne

- Arranged with the help of Latvian contacts.

25.-28. Oct: Visits en route Melbourne-Sydney

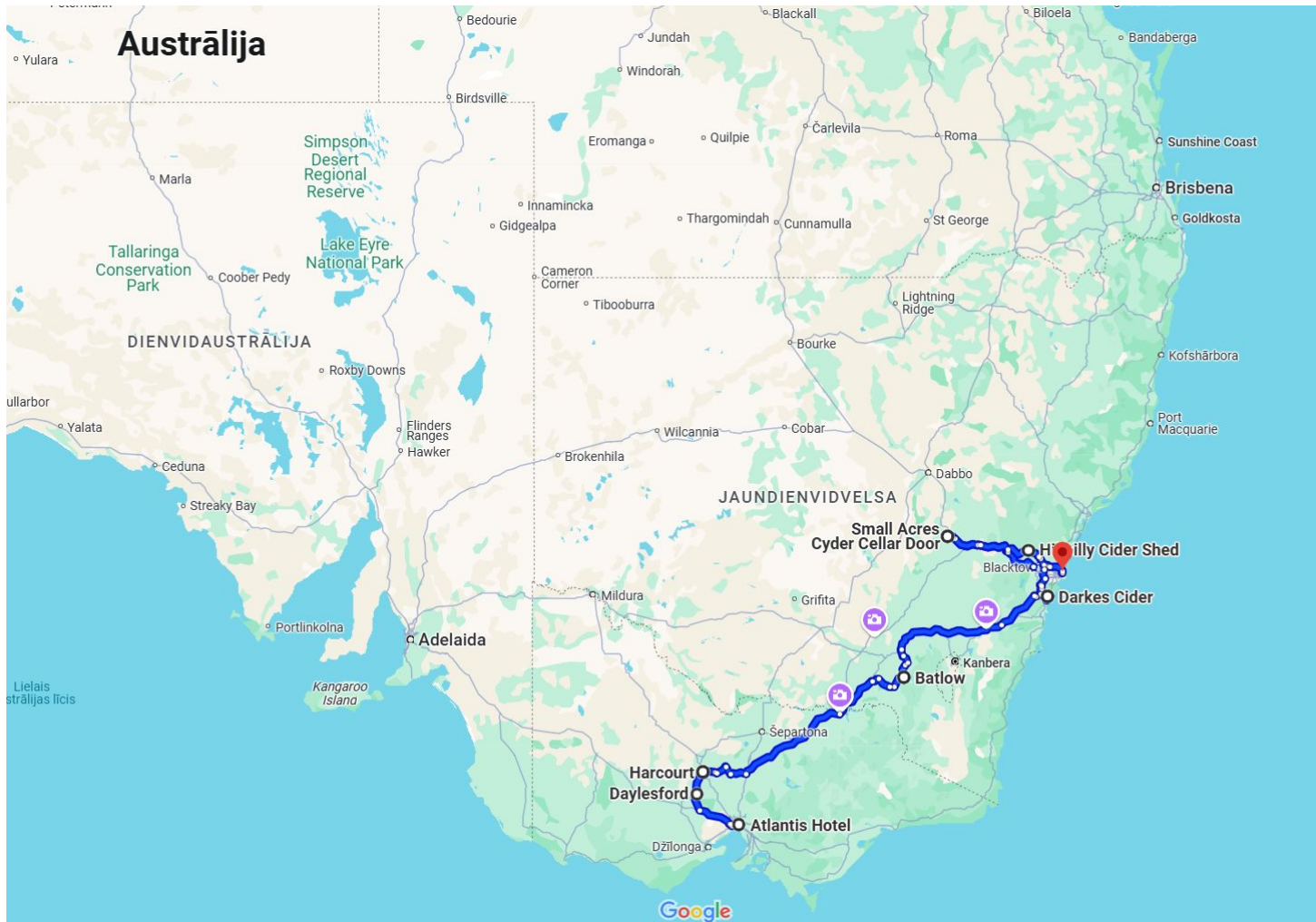
- Travel by minibus
- Visits to cideries, arranged by Australian Cider
- Staying in Airbnbs or similar accommodations or Guesthouses.

29. Oct: Visits to retailers, HORECA in Sydney

29. Oct: Estonian House in Sydney tbc

- A small gathering for the Baltic diaspora.

- Atlantis Hotel, 300 Spencer St, Melbourne (
- Daylesford, Viktorija 3460, Austrālija
- Harcourt, Viktorija 3453, Austrālija
- Batlow, Jaundienvidvelsa 2730, Austrālija
- Darkes Cider, 259 Darkes Forest Rd, Dark
- Small Acres Cyder Cellar Door, 12 Akhurst
- Hillbilly Cider Shed, Cnr Johnsons road, 2
- Sidneja, Jaundienvidvelsa, Austrālija



30 Oct: Baltic-Finnish Cider presentation in Sydney

- Led by Gabe Cook.
- A larger, more in-depth session with a maker panel and tasting.
- Followed by the ACA dinner in the evening.
- Audience - trade in Sydney and media.
- Attractiveness: highlighting the Baltic cider element and Gabe Cook's expertise.

30 Oct: Baltic-Finnish Cider pop-up presentation during the Australian Cider Awards dinner

- Short announcement for Baltic cider during the award dinner to introduce the Baltic participants.
- Featuring the top-scoring Baltic ciders at the dinner even if they don't win.
- A casual table for Baltic ciders at the dinner for those who haven't tasted them.
- Awards Dinner protocol - award winners' ciders are typically poured.
- The usual number of attendees: 40 to 100. Attendees include judges, producers, and sponsors.

31. Oct: Get-together at the Latvian House in Sydney tbc

Baltic and Finnish Ciders to Australian Cider Awards (ACA)

LV

Mr. Plūme
Tālava
Mūrbūdu
Abuls
Sabiles Sidrs
Abavas
Pienjāņi
Herbsts
Turkalnes muiža
Lauskis

EE

Tori
Kloostrimetsa
KODAS
Jaanihanso

FIN

Lepola
Pirula
Hallonmäen
Vaski Cider

Categories According to ACA Style Guide

Class 1 – Dry New World Cider (<9g/L RS)

Class 2 – Medium New World Cider (9-25g/L RS)

Class 3 – Medium Sweet New World Cider (25-40g/L RS)

Class 4 – Sweet New World Cider (>40g/L RS)

Class 5 – MT New World Cider (disgorged)

Class 6 – Dry Traditional Cider (<9g/L RS)

Class 7 – Medium Traditional Cider (9-25g/L RS)

Class 8 – Medium Sweet Traditional Cider (25-40g/L RS)

Class 9 – Sweet Traditional Cider (>40g/L RS)

Class 10 – MT Traditional Cider (disgorged)

Class 21 – Dry New World Perry (<9g/L RS)

Class 22 – Medium New World Perry (9-25g/L RS)

Class 23 – Medium Sweet New World Perry (25-40g/L RS)

Class 24 – Sweet New World Perry (>40g/L RS)

Class 25 – MT New World Perry (disgorged)

Class 26 – Dry Traditional Perry (<9g/L RS)

Class 27 – Medium Traditional Perry (9-25g/L RS)

Class 28 – Medium Sweet Traditional Perry (25-40g/L RS)

Class 29 – Sweet Traditional Perry (>40g/L RS)

Class 30 – MT Traditional Perry (disgorged)

Class 31 – Experimental Cider or Perry

Class 32 – No/Low Alcohol Cider or Perry (<0.5% ABV)

Class 33 – Cider or Perry with Fruit

Class 34 – Lighter Strength Cider or Perry

Class 35 – Cider or Perry with Botanicals

Class 36 – Wood Aged Cider or Perry

Class 41 – Ice Cider or Perry

Class 42 – Pommeau

Class 43 – Eau de Vie (Apple or Pear Spirit)

Class 44 – Aged Apple or Pear Spirit

Clarifications with Cider Australia

1. Would a fruit co-fermentation sit on class 31 or 33?

This depends a little on style, generally if the fruit is there, then class 33 would be appropriate, if it is super weird and funky then might do better in 31 experimental.

Sometimes the judges query ciders that are too normal in the experimental (31) if that makes sense, we get the comment "what is experimental about this cider".

Clarifications

2. Would a 'rose cider' where the colour has been derived from red fleshed apples sit in classes 1-5 or class 31?

Would be OK in 1-5, but should have the comment “red fleshed apples” in the entry, would anticipate several. Otherwise will be queried. Again if eccentric in any other way then 31.

3. Would a 'rose cider' where the colour has been derived from a fruit sit in class 31 or 33?

Depends rather on whether there is fruit character. If there is some fruit character then 33, generally if you have enough colour to make a difference then fruit character is present. Remember the comment “what is experimental about this cider” before going to class 31.

Clarifications

4. Would a 'rose cider' where the colour has been derived from a flower (eg hibiscus) sit in class 31 or 35?

Similar, would generally expect the character to show as more than the colour, so would be in class 35 botanicals.



If a cider is significantly in the wrong class and there is a better class has not yet been judged then we will endeavour to move the entry - not always achievable, but we try.

- ❖ Each cider **maker within the delegation (7 producers)** to supply max 5 ciders for **trade showcase**.
- ❖ Two of those ciders can be entered into the **ACA**.



Your choice:

https://docs.google.com/spreadsheets/d/1n6AW_kSd7XdfyNb5hNz0DBwqkzA3JBo2TaZuIIBrfD0/edit?gid=0#gid=0

Australian Cider Awards

- Rules and explanation how to enter for ACA:
<https://www.cideraustralia.org.au/ciderawards/>
- The costs per entree into awards for us is special:
45,-EUR (early bird) - 50,-EUR (75-85AU\$)
- registration process will be open (1.08.25)
- **We will manage transportation and delivery in Australia.**

Amount of bottles

- Boxes should be marked according to our guidelines (will follow soon)!
- Each producer delivers ca100 bottles of 2-3 ciders (in total), 0.750ml or equiv.
- The cider for ACA must be packed separately following the rules in the guide (point 17) <https://www.cideraustralia.org.au/ciderawards/> , will be delivered later by plane (appr. end August)
- Costs for first delivery free of charge or inform your suggestion for the price per bottle to find a solution.

Labelling Rules for Australia - Extra Sticker


- Product description
- Alcohol Content
- Volume statement
- Standard Drinks Statement 
- Added Sulphites
- Supplier and address
- Country of origin
- Best before Date
- 10c refund ???
- Pregnancy warning label
- Barcode international??

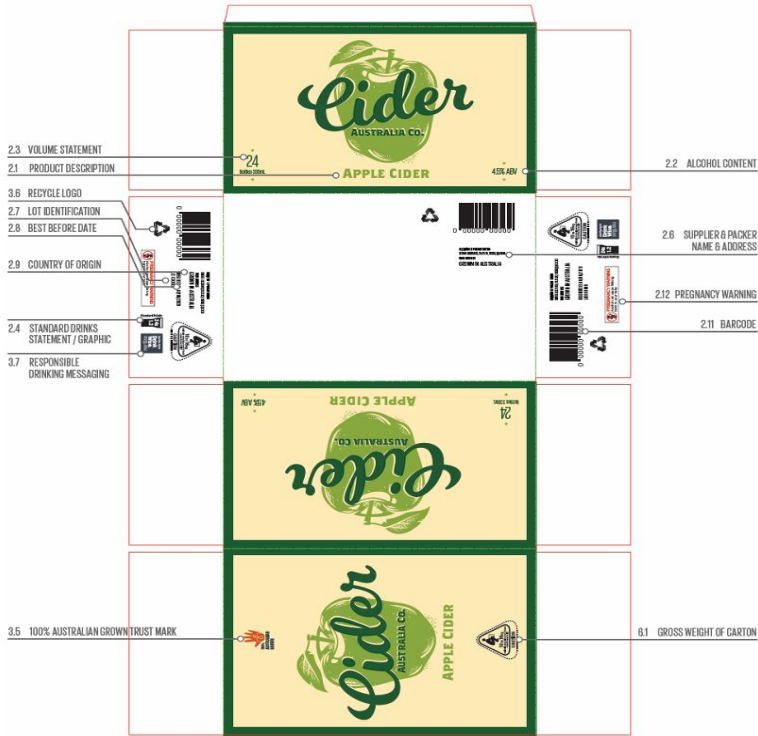
Table 3: Standard drinks formula

To calculate Australian standard drinks, please use the following formula:

Volume of container	X	% Alcohol by volume	X	0.789
(Litres)		(mL/100mL)		(specific gravity of ethanol)
0.33	X	4.5	X	0.789
(Litres)		(% Alc/Vol)		

This rounds to 1.2 standard drinks*

<https://docs.google.com/spreadsheets/d/1hcqfy0x8GmFfmNz4vD6eCVeHZgsHwaqLEC2zD-JsA5E/edit?gid=0#gid=0>



Mr.Plūme	Column 1
Product description:	
Alcohol Content:	
Volume statement	
Standard Drinks Statement (view Guide page 3)	
Contain Sulphites:	
Supplier and address:	
Country of origin:	
Best before Date:	

Stickers

Apple cider with hoops
"Abavas winery"
Kalējkrāmi, Tukuma nov.
Country of origin: LATVIA
Best before: 01.01.2030

4.5% ABV



330mL

Contains Sulphites



Imported by:

- You will get the link next week, where you will have to fill in the info about your particular cider you send to Australia.
- We print out the stickers with your info and send with urgent post to you or you pick them up in our office, or print yourself from our design.

Documents

1. Commercial Invoice
2. Manifest
3. Packing Declaration (CRM?)
4. AED (akcīzes preču deklarācija)

! Cider can not be with 0 price, even if samples.

- Send all the documents to Murbudas or LC (tbc) with bottles and they will put together as one delivery according to your invoices and info.
- That is then picked up by the Customs Agent in Australia to complete the clearance.

Taxes

Two different tax classes apply:

- **WET**
 - For cider which is made exclusively from Apple and or Pear, but nothing else. Any alcohol strength.
 - Apple and Pear base with other fruit/botanicals **>8%** alcohol.
- **EXCISE**
 - For cider with flavours other than apple or pear.
 - Apple and Pear base with other fruit/botanicals **<8%** alcohol.

You do not need to be concerned with this for the Awards, nor really for the sample pallet, but an importer may care depending on how they choose to deal with the tax.

Transportation

- Bottles will be shipped from Riga via Hamburg to Melbourne.
- Time in transit: ca 75 days.
- **BOTTLES FOR SHIPMENT TO AUS SHOULD ARRIVE IN RIGA BY JUL 07, 2025!**
Delivery address:
Murbudu warehouse - Artilērijas str. 40, Riga, LV-1009.
- Please avoid sending risky products that are difficult to transport and cannot withstand extended periods without proper temperature control.
- Please ensure they are packed extra securely.

Transportation

- Euro pallets are different dimensions to AUS.
- Will be packed onto a Heat Treated pallet (otherwise not accepted in Australia by the Biosecurity people at Customs).

We shall deliver the ACA ciders to by 15.09.25:

Australian Cider Awards

51 Leather Street, Breakwater VIC 3219

For the export: address tbc by 7.07.25