



Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

BASCIL



Latvian
apple
cider

**CIDER
ROUTE**

Bascil final Conference
26th November
Kristianstad, Sweeden

Anna Palelione
Marketing &PR
Baltic Country Holidays
anna@celotajs.lv

WHO WE ARE:



- Professional association in tourism and local food & beverage
- Our main goal: rural tourism product development, marketing, and lobbying.
- Around 300 members – rural entrepreneurs including:
 - accommodation and catering providers,
 - food and beverage producers, craftsmen and small-scale producers,
 - active and nature-based tourism service providers.

www.celotajs.lv



THE BEGINNINGS OF LATVIAN CRAFT CIDER

The cider culture in LV began to develop about 20-25 years ago, when the first-cider producers, inspired by the traditional cider countries, saw interesting prospects for the local apples.

Faster development of cider production in the last 10 years.





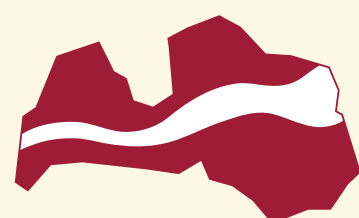
In 2019 we started the **Latvian cider route project** with the aim of celebrating cider as a national drink and developing the cider route as a culinary tourism product.



6 Cider Producers with a Developed Tourism Offer



NACIONĀLAIS
ATTĪSTĪBAS
PLĀNS 2020



Atbalsta Zemkopības ministrija un Lauku atbalsta dienests



EIROPAS SAVIENĪBA
EIROPA INVESTĒ LAUKU APVIDOS
Eiropas Lauksaimniecības fonds
lauku attīstībai

LATVIAN CIDER ROUTE – A PILOT PRODUCT WITHIN EU PROJECT BASCIL



🍏 15 participants

🍏 7 pilot companies

1. Mr. Plūme Cidery
2. Abava Winery
3. Abuls Cider
4. Sabile Cider
5. Turkalne manor
6. Lauskis Cidery
7. Tālava



Interreg
Baltic Sea Region



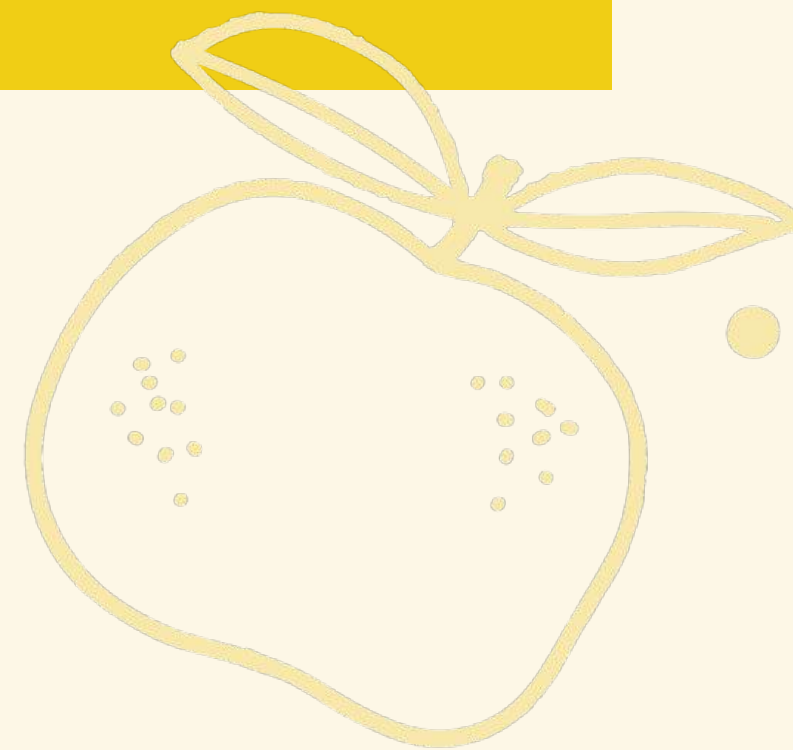
Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES
BASCIL

TRAINING AND CAPACITY- BUILDING ACTIVITIES

Highlights



NICA 2023 IN LATVIA - THE NORDIC INTERNATIONAL CIDER AWARDS

251 ciders / 106 producers / 19 countries.

With the support of the Bascil project and Latvian Ministry of Agriculture.

Latvian cider producers:

2 Absolute gold medals;

2 gold medals;

7 silver medals;

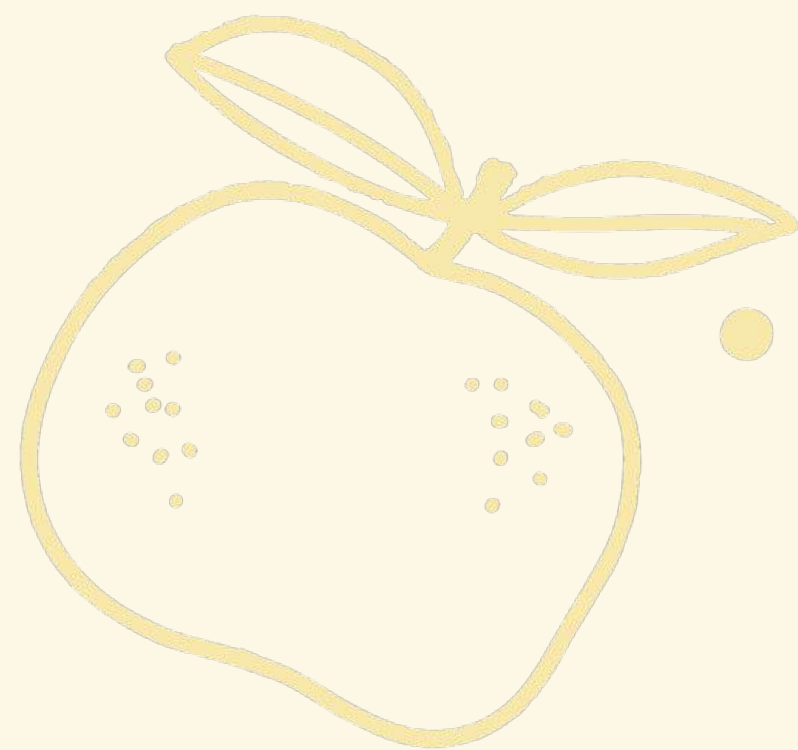
9 bronze medals.



INTERNATIONAL SEMINAR: “EXPLORING THE TRENDS AND CHALLENGES OF THE CIDER WORLD” (2023, Riga, NICA)

Speakers of the Seminar – Superstars of the Cider World:

- Tom Oliver (UK)
- Darlene Heyes (USA)
- Claude Jolicoeur (Canada)



SEMINAR: WHAT'S IMPORTANT FOR DEVELOPING A CIDER BRAND (2024, Riga / online)

SEMINĀRS KAS SVARĪGS SIDRA ZĪMOLA IZVEIDEI

Kalnciema kvartāls, Kalnciema iela 35, Rīga
4. marts, 2024, 16:00-19:00



LIENE KUPČA
MĀRKETINGA EKSPERTE

Uzlabojumi Latvijas sidra
ražotāju mārketingā.



BREANNE HEUSS (ASV)
SONOMA CRAFT
MĀRKETINGA
DIREKTORE

The Fundamentals of
Building a Cider Brand / Sidra
zīmola veidošanas pamati
(tiešsaistē / angļu valodā).



ASNĀTE ZIEMEĻE
LLTA "LAUKU CEĻOTĀJS"

Atziņas no lielākā sidra
profesionāļu pasākuma
CiderCon Portlandē,
ASV.

Pasākuma noslēgumā kopā ar Igaunijas sidra ražotājiem (tiešsaistē) diskutēsim par potenciālajiem Baltijas sidra eksporta tirgiem un pasākumiem, kurā prezentēt Baltijas sidru, lai kopā izstrādātu jaunu eksporta projekta ideju.

Interreg
Baltic Sea Region



Co-funded by
the European Union

BASCIL
RESILIENT ECONOMIES AND COMMUNITIES

Pieteikšanās līdz 28.02.
Kontakti:
anna@celotajs.lv



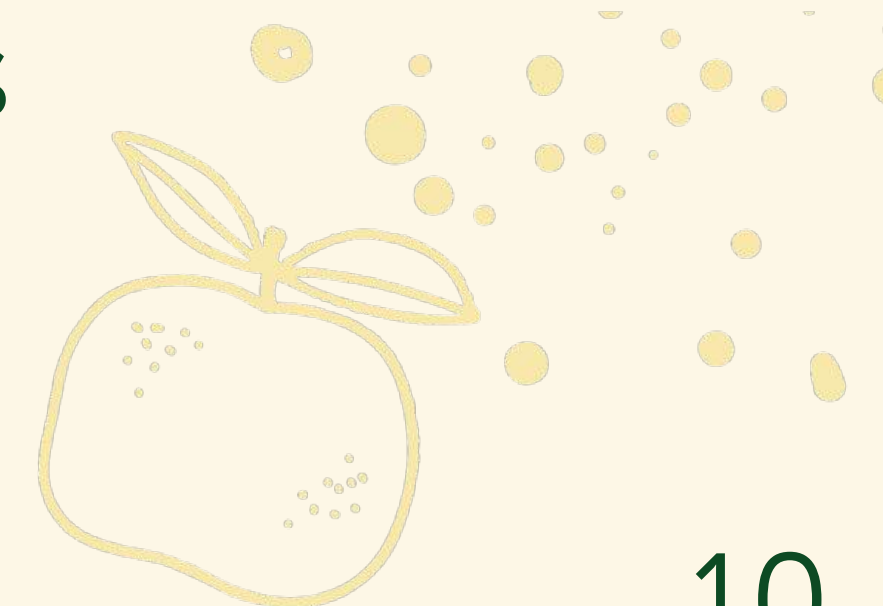
Lauku Ceļotājs
www.celotajs.lv



A TRAINING DEVELOPED BY THE AMERICAN CIDER ASSOCIATION – CERTIFIED CIDER GUIDE (LEVEL 1) – BY GABE COOK (2024, Riga)

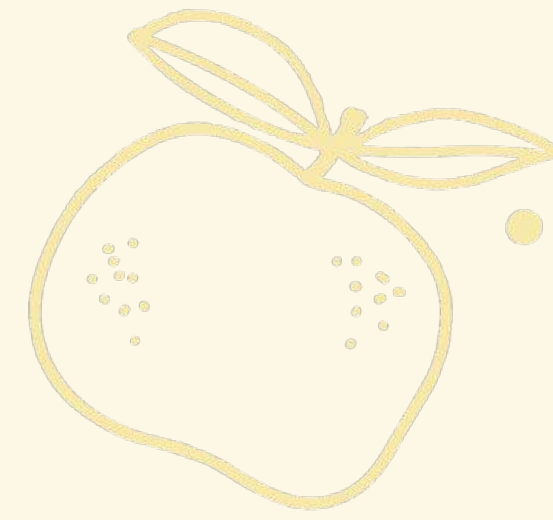


24 participants



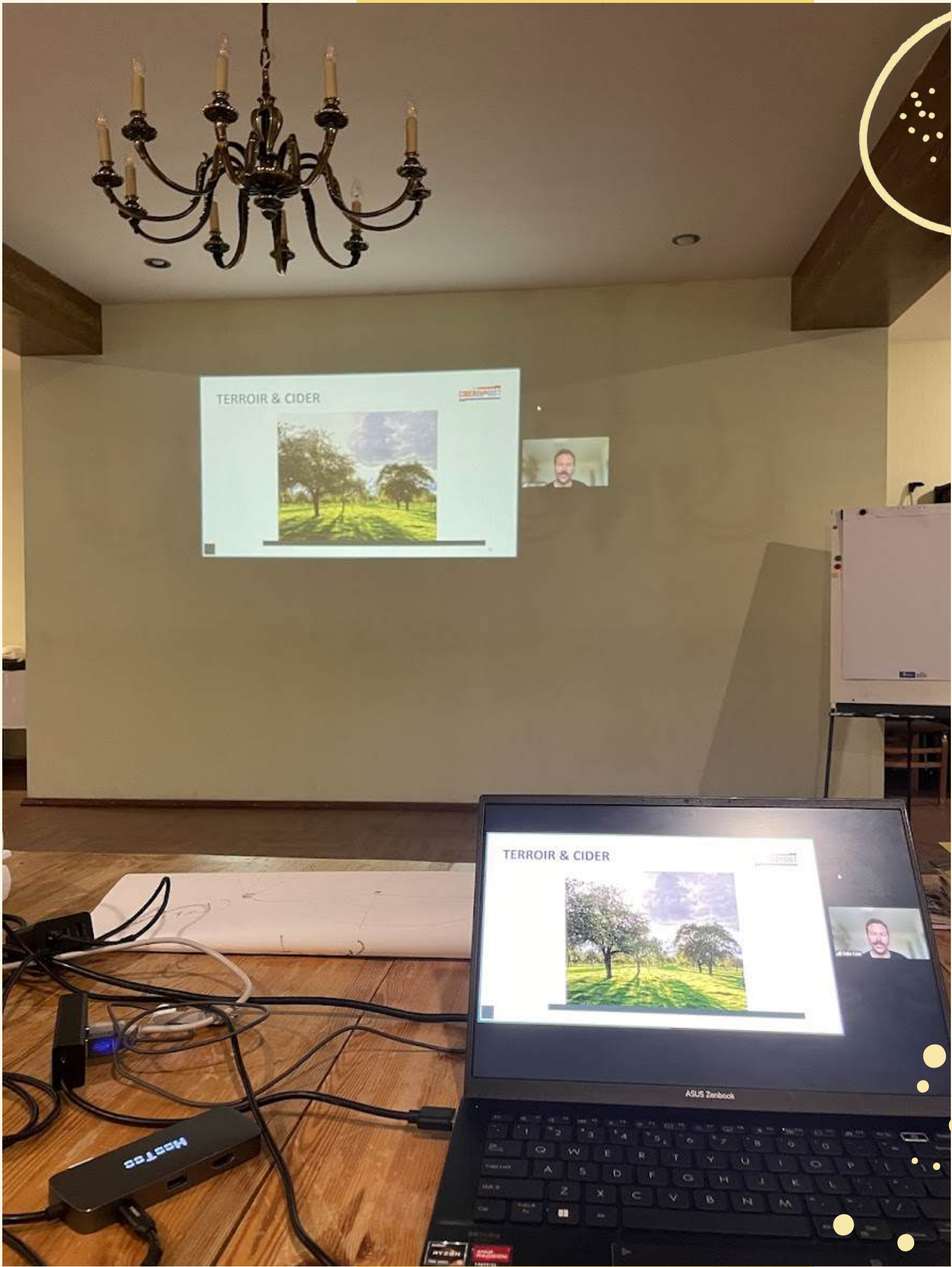
Baltic Cider Workshop by Gabe Cook (2024, Riga)

- Discovering Latvia's / Baltic Cider Identity
- What Makes Latvian Cider Different Globally
- Skills for Presenting Cider



27 participants

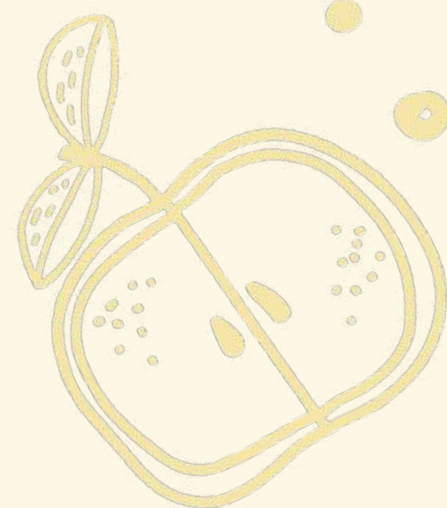
A TRAINING SESSION:
"QUALITATIVE EXPERIENCE ON THE
IMPACT OF TERROIR ON CIDER, HOW
TO USE IT IN STORY TELLING FOR
VISITORS" – BY GABE COOK (2025,
Smiltene-Latvia / online)



EXPERIENCE EXCHANGE TRIP TO LITHUANIA BASCIL PILOTS (2025)

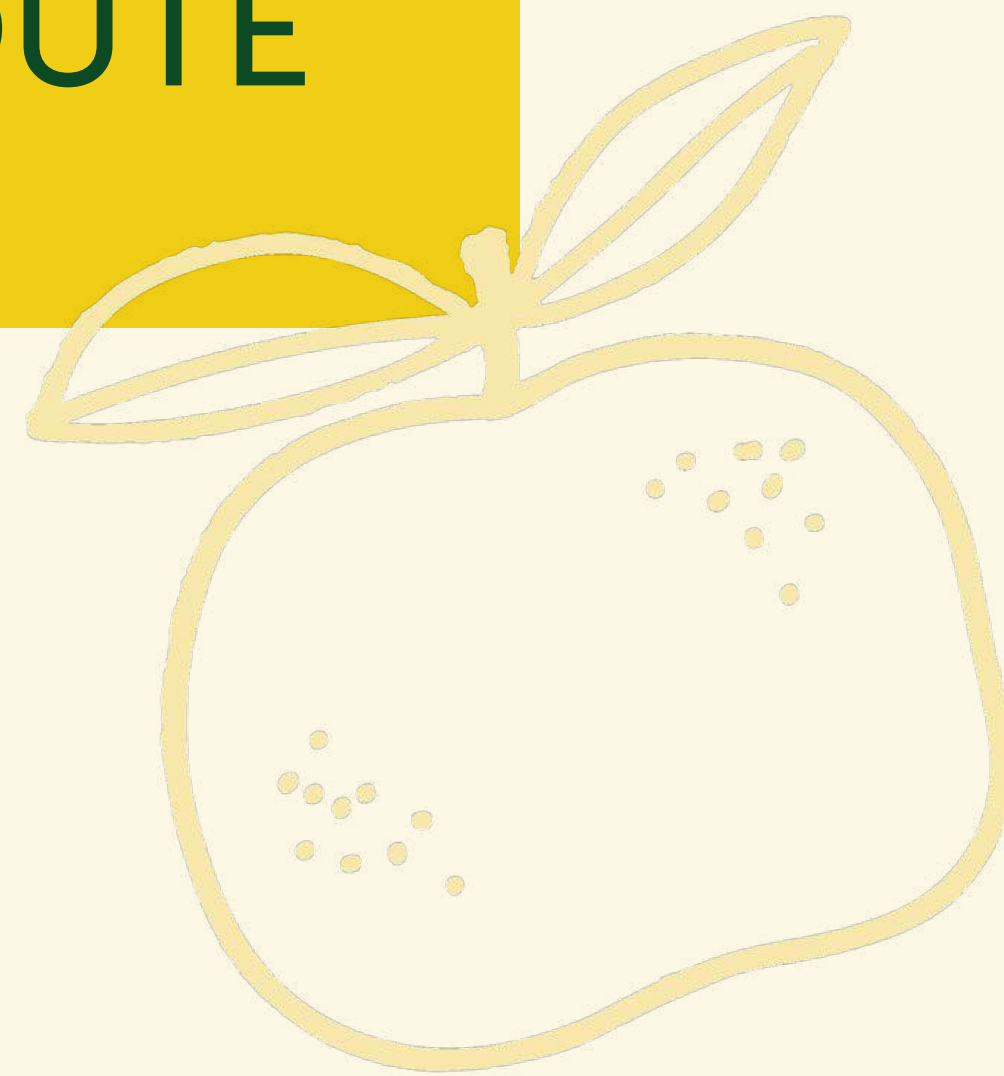


7 participants

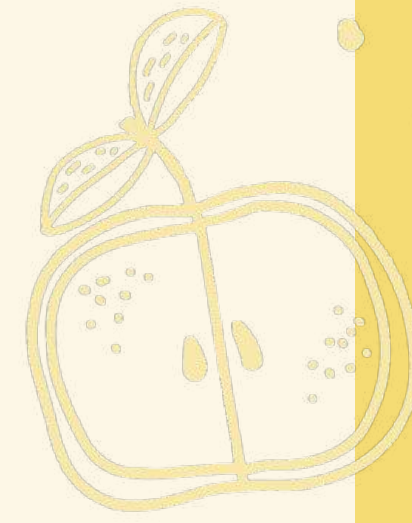


ACTIVITIES FOR PROMOTING THE LATVIAN CIDER ROUTE

Highlights



CIDER MARKET IN RIGA (2024)



Nobaudi īstu
ābolu sidru un izvēlies
savu iecienītāko!

25.05. LATVIJAS SIDRA CEĻŠ
10+ TIRGOTĀJI

SIDRA CEĻŠ
Latvijas ābolu sidrs

Kalnčiema kvartāls, Rīga
10:00-16:00

11:00 [uz skatuves](#)
Sidrologa **Gabe Cook** (Liebritānija) un
Mārtiņa Barkāna (Abavas vīna darītava) sveiciens īstā ābolu sidra
cienītājiem.

12:00-12:30 [tirgus laukumā](#)
Degustācija un balsojums par jūsu mīlāko Latvijas sidru.
Šajā pusstundā nogaršo visus Latvijas sidrus un nobalso par "savējo"
Sagaidi izlozi **12:30 ar balvām** no vairāk kā 10 sidradariem.

13:00-14:00 [mākslas galerijā](#)
Sidra degustācijas meistarklase -
Dažādi sidri no Latvijas, Igaunijas, Anglijas, Francijas un Norvēģijas.
Degustāciju vada Gabe Cook (Liebritānija) un
Jānis Matvejs no sidra darītavas Abuls.
(Ieejas biļete: 7 EUR. Vietu skaits ierobežots.)

Info:

Savus amata (craft) sidrus piedāvās:

Interreg
Baltic Sea Region

Co-funded by
the European Union

RESILIENT ECONOMIES AND COMMUNITIES
BASCIL

Pasākums daļēji finansēts no Eiropas Reģionālā attīstības fonda Baltijas jūras reģiona sadarbības projekts BASCIL,
kulināri tūrisma attīstība.

Ipašie viesi
no Igaunijas:

Pasākumu
organizē:

Lauku Ceļotājs



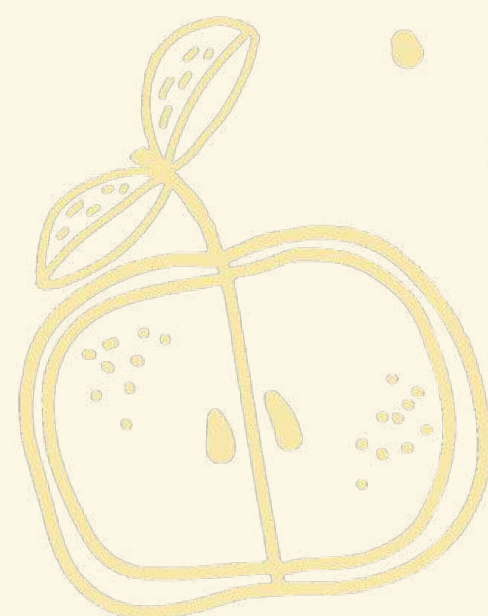
11 cider producers
~1000 visitors

STEAK AND CIDER MEET IN ĀGENSKALNS (2025, Riga)



Organised by Zemnieku Saeima as part of their Bascil Culinary Tourism Route “The Journey of Flavour Explorers”, in cooperation with the Latvian Cider Route by Lauku Ceļotājs

8 cider producers
~1000 visitors



PROMOTIONAL VIDEO - LATVIAN CIDER ROUTE



DIGITAL AND PRINTED MARKETING MATERIALS

SIDRA GARŠU PIEZĪMES

Ipašnieka vārds

KUR ATRAST ĪSTO SIDRU

Īsts sidrs sākas ar dabīgu ābolu sulu – svaigu un spīgtu. No salda līdz sausam, skābenam vai nedaudz rūgtenam – katra garšu nots un aromāts ir kā jauns piedzīvojums daudzveidīgajā sidra pasaulē. Atliek vien doties sidra garšu ceļojumā un baudīt, lai atrastu savu iecienītāko!

Sidra darītavas gaida apmeklētājus, piedāvā ekskursijas ar stāstiem par sidra tapšanu un savu labāko sidru degustācijas.

1. Sidra darītava "Abuls"

Vecprienīši, Laukaines pagasts, Smiltene novads
Tel: +371 29754016
sidrs@abuls.lv, www.abuls.lv

2. Mr. Plūme sidra darītava

"Zies", Jumpravas pagasts, Ogres novads
Tel: +371 29631631
sidrs@mrplume.lv, www.mrplume.lv

3. Turkalnes muiža

"Turkalne", Turkalne, Ogres novads
Tel: +371 26355554
info@turkalnesmuiža.lv, www.turkalnesmuiža.lv

4. Abavas ģimenes vīna darītava

"Kalejkrāmi", Aršavciems, Stāmeres pag., Tukums
Tel: +371 26630022
veikals@abavas.lv, www.abavas.lv

5. TĀLAVA sidrs

"Tālava", Daugstava, Aizkraukles novads
Tel: +371 2832 5269
cidr@talava.lv, www.talava.lv

6. Sidra un vīna darītava "Lauksis"

"Lauksis", Līdumane, Ogres novads, tel: +371 26052137
vins.lauksis@gmail.com
www.lauksissidrs.lv

7. Sabiles sidrs

Rīgas iela 22, Sabīle, Talsu novads, tel: +371 61301707
info@sabilessidrs.lv, www.sabilessidrs.lv

8. Murbūdu sidra darītava

Fokklubs Ala pagrabs, Peldu iela 19, Rīga
Tel: +371 25594086, murbudupienormalssidrs.lv, www.renomatssidrs.lv

9. Herbsta

Miera iela 3, Gramzda, Dienvidkurzemes novads
Tel: +371 26159390
info@herbsts.lv, www.herbsts.lv

10. Līgatnes vīna darītava

Spriežu iela 3, Līgatne, Cēsu novads
Tel: +371 26521467
ligatnesvinadaritava@gmail.com, www.ligatnesvinadaritava.lv

11. Naukšēnu vīna darītava

"Saulēvāri", Nauklīni, Valmieras novads
Tel: +371 26641461
nauksenuvin@inbox.lv, www.nauksenuvini.lv

Baltic Cider apvieno sidra darītājus Latvijā, Igaunijā un Somijā, kuri rada dažādu stilu un garšu sidrus no svaigi spiestas vietējo ābolu sulas un citām dabīgām sastāvdaļām – bez koncentrātiem un maksīgām piedevām.

Par sidru vairāk uzzināsi
www.balticcider.com

@baltic.cider @latviandicerroute, @baltic_cider

Kā izgaršot sidru

- Glāze – ielejiet sidru caurspīdīgā baltvīna glāzē, lai labāk uztvertu krāsu un aromātus.
- Izskats – novērtējiet sidra krāsu, dzidribu, krāsas intensitāti un burbuļu smalkumu.
- Atelpa – pirms degustēšanas ļauj sidram vismaz minūti pastāvēt glāzē, lai saskarē ar gaisu tam atklātos aromāti un garša.
- Aromāts – vispirms pasmaržojiet sidru, nekustinot glāzi. Pēc tam viegli paskaliniet glāzi un ieelpojiet aromātu vairākas reizes, atklājot dažādas nianšes – augļu, ziedu, citrusa, vaniļas, karameles, dūmu, zāles un citas.
- Garša – nogaršojiet mazos malcos un ļaujot sidram mazliet uzkāvēties mutē, lai izceltos tā sabalansētība, tekstūra un nianšes.
- Pēcgarša – novērtējiet pēcgaršas ilgumu un raksturu, kas paliek mutē pēc malcošanas.
- Piezīmes – pierakstiet savas sajūtas un asociācijas – tas ir jūsu personīgais sidra stāsts.

Uzziniet vairāk par sidra degustāciju
www.balticcider.com

SIDRA GARŠU PIEZĪMES

Datums: _____ Cena: _____

Sidra nosaukums: _____

Sidra darītava: _____

Salduma pakāpe: ☐ saldo ☐ pussaids ☐ pussaus ☐ sauss ☐

KRĀSA
☐ Gaiss/bez krāsas
☐ Dzeltens
☐ Salmu krāsa
☐ Zeltains
☐ Dzintarains
☐ Rozā
☐ Sarkans
☐ Brūns
☐ Cits _____

SMARŽA
☐ Vieglis
☐ Vidējs
☐ Spēcīgs

GARSA (cukuri)
☐ Saldums (cukuri)
☐ Skābums (skābes)
☐ Svums (tanīni)

GARŠAS INTENSITĀTE:
☐ Viegla
☐ Vidēja
☐ Izteikta

PĒCGARSA:
☐ Iza
☐ Vidēja
☐ Ilga/gara

SIDRA VEIDS
☐ Ābolu sidrs
☐ Sidrs ar papildu garšām
☐ Perijs - bumbieru sidrs
☐ Dealkoholizēts sidrs
☐ Karstais sidrs
☐ Cits _____

DZIDRUMS
☐ Ar nogulsniem
☐ Nedaudz nogulsnes
☐ Dzidrs
☐ Ipaši dzidrs

KARBONIZĀCIJA JEB DZIRKSTOSUMS
☐ Augsts ☐ Vidējs ☐ Nav

Augļi
☐ Zāļi āboli ☐ Nogatavojuši āboli ☐ Cepti āboli ☐ Bumbieri
☐ Citrusaugļi ☐ Plūmes

Ogas
☐ Dūpe ☐ Kazele ☐ Aronija ☐ Avene ☐ Zemeņu ☐ Kirs ☐ Dzērvene

Piezīmes
☐ Vīģes ☐ Pēlīši ☐ Ābelziedi ☐ Piparmēras ☐ Ķipriņi ☐ Sasmērta

Garšvielas
☐ Kanēlis ☐ Kurumajinas ☐ Čili ☐ Ingvers ☐ Vanīla ☐ Kardamons
☐ Bergamote ☐ Muskateļs

Citas garšu notis
☐ Abarbars ☐ Medus ☐ Karamele ☐ Nektārs ☐ Zemes garša
☐ Minerālu garša ☐ Zooloģika

Citas piezīmes un kopējais novērtējums skala no 1-5
1 2 3 4 5

Iekrāso cik ābolus dod sidram

HOW CIDER IS MADE

Real cider begins with freshly pressed apple juice — never from concentrate. Latvia's cool northern climate and distinctive apple varieties give our ciders their signature freshness and vibrant aroma. They're naturally higher in acidity and lighter in tannins, resulting in a crisp, bright flavour profile. While cider can be made purely from apples, it's often infused with fruits, berries, or herbs for added character.

1 Harvesting Apples

Cider apples ripen from late summer through autumn

- Picked from orchards
- Sourced from local growers
- Foraged in the wild for tannin-rich varieties

2 Sorting & Washing

Hand-sorted to remove damaged fruit and leaves

3 Pressing

Authentic cider is made only from natural apple juice

- Apples are crushed and pressed to extract fresh juice

4 Fermentation

Cider ferments until spring

- Slow, cool fermentation using wild or cultured yeasts
- Lasts 1–6 months at 4–15°C

5 Blending

Ciders are blended to balance flavour and aroma

- May include added fruit, berries, or herbs

6 Maturation

Cider rests to develop clarity and depth

- Sediment settles naturally
- Matured in tanks, barrels, or bottles

7 The Bubbles

Cider can be still, naturally sparkling, or carbonated

- Still
Bottled after primary fermentation
- Naturally sparkling
Bubbles form during second fermentation (bottle or tank)
- Carbonated
CO₂ added for a crisp fizz

8 Bottling

Packaged in various formats:

- Kegs
- Glass bottles
- Cans

CIDER STYLES

The cider is made according to the chosen method:

Pét-Nat. (Pétillant Naturel) / Ancestral Method

- Bottled before fermentation finishes
- Gentle bubbles from natural sugars
- Unfiltered, slightly cloudy, fresh apple character

Keeved Cider

- Slow natural fermentation with a pectin "cap"
- Retains natural sweetness
- Lightly sparkling, smooth

Bottle-Conditioned

- Second fermentation in the bottle with added sugar
- Lightly cloudy with fine bubbles
- No filtration

Traditional Method (Champagne Style)

- Second fermentation in bottle, aged on lees
- Fine bubbles develop naturally
- Matured around one year with bottles gently turned
- Sediment removed for clarity

Charmat Method

- Second fermentation in pressure tanks with added sugar
- Naturally sparkling
- Filtered after carbonation and bottled under pressure

Modern Style

- Typically fermented with cultivated yeast
- Often partially filtered
- May include added juices or botanicals
- Carbonated with added CO₂

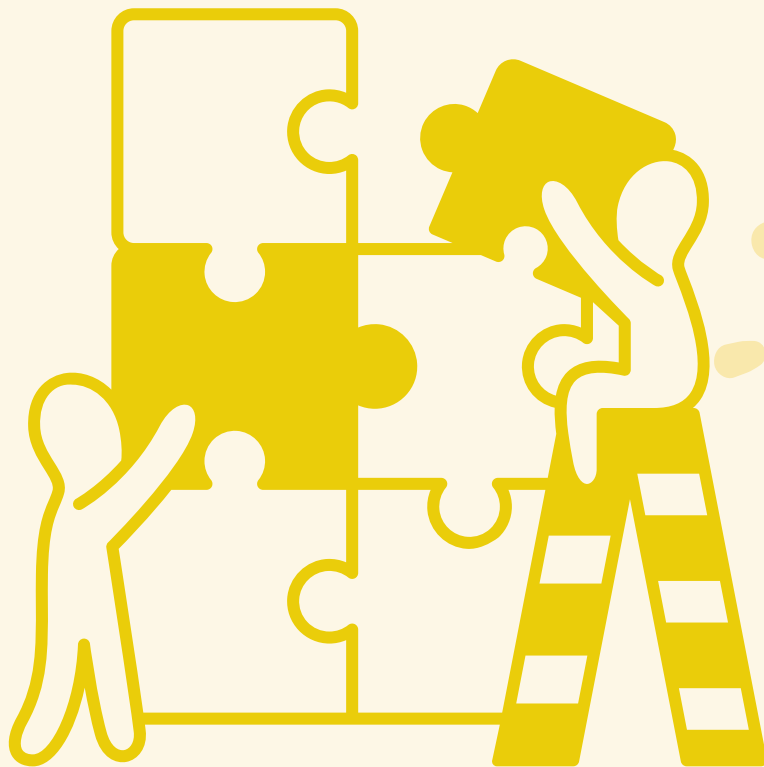
www.celotajs.lv/sidracels

18

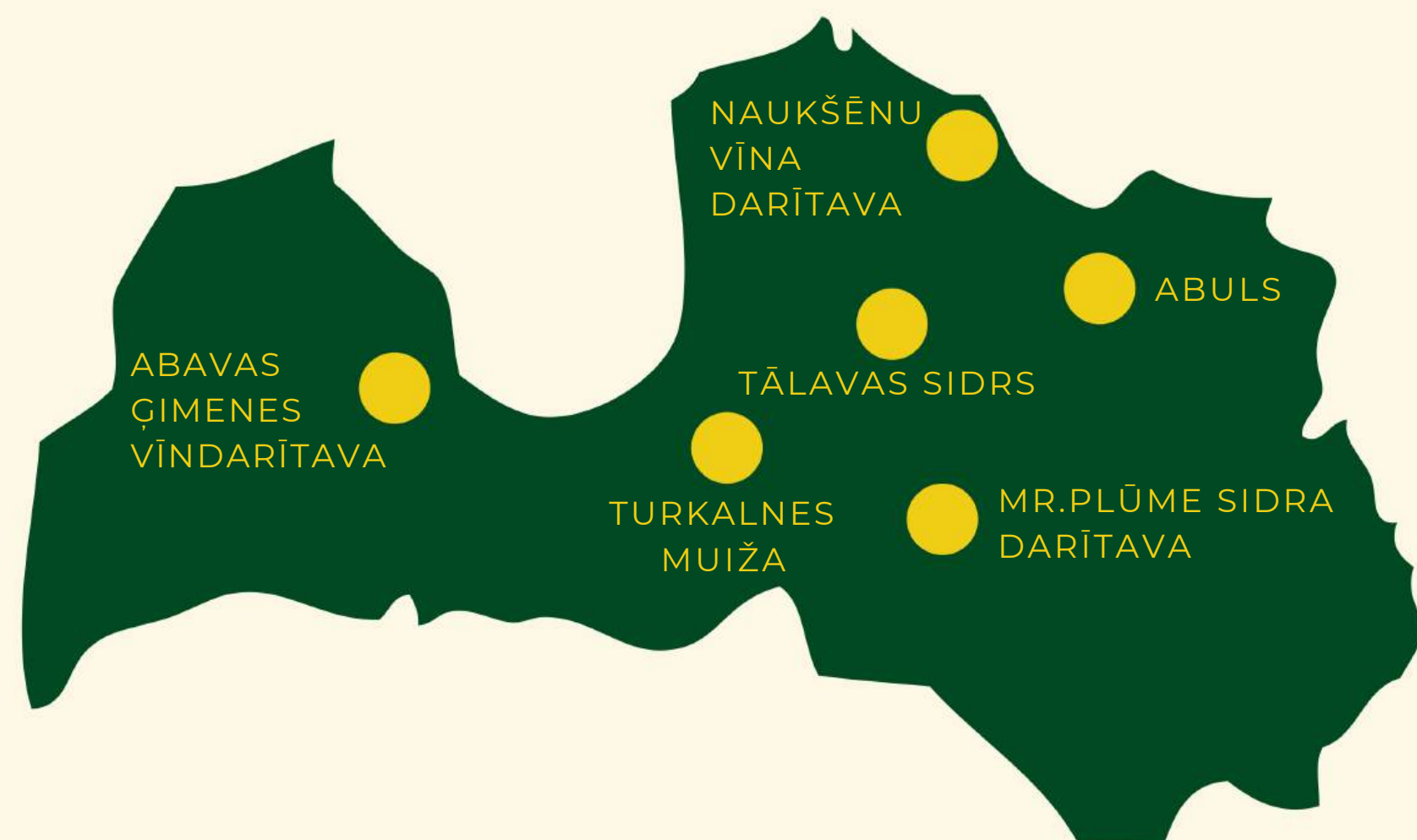
Organisation	New Knowledge / Skills Gained
Mr. Plume Cidery	New workflows for organising flexible, tailored cider tourism experiences
Abuls Cidery	Improved skills in food service, catering, and cider–food pairing design
Sabile Cidery	Skills in designing tailored tourism experiences and marketing
Turkalne Manor	Hospitality management, event organisation, storytelling through videos and marketing materials
Lauskis	Skills in organising public events and participating in local festivals
Abava	Skills in managing ticketed tastings, planning events for diverse visitor groups, offering non-alcoholic options
Tālava	New visitor-reception workflows developed in the new production site

SUMMARY OF NEW SKILLS AND KNOWLEDGE GAINED THROUGH THE PROJECT BY LATVIAN CIDER ROUTE PILOT COMPANIES

From Lauku Ceļotājs’ point of view: Latvian cider producers have become a united community with a stronger ability to work together to achieve larger goals.



LATVIAN CIDER ROUTE



BALTIC CIDER



BALTIC CIDER (2024-2027)

Aknowledge-based brand developed in cooperation with cider makers in Latvia and Estonia, the Latvian and Estonian Rural Tourism associations, the Institute of Horticulture of Latvia, and the Institute of Agricultural and Environmental Sciences of Estonia.

Joint marketing:

Baltic cider route, common web page and social media accounts;

Terroir map based on the analysis of apples, apple juice, soil, and experimental cider batches.

The most suitable apple varieties for cider production will be identified. In the future, the brand could also include producers from Lithuania.



Interreg



Co-funded by
the European Union

Estonia – Latvia

EXPORT OF THE BALTIC AND FINNISH CRAFT CIDERS TO AUSTRALIA (2025-2028)



Interreg



Co-funded by
the European Union

Central Baltic Programme

BALT-FIN-CIDER

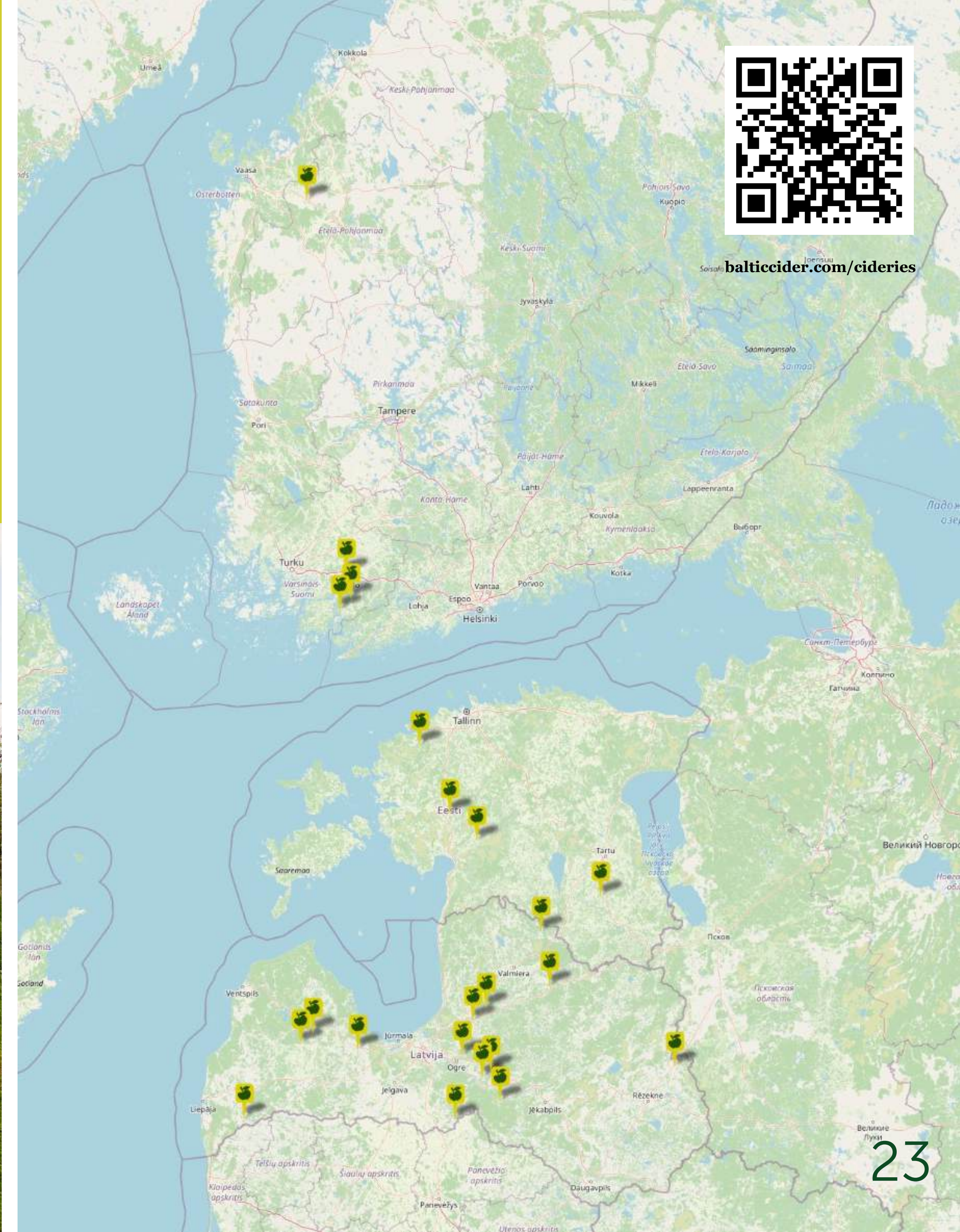


BUILDING UP THE BALTIC CIDER COMUNITY

18 producers from
Latvia, Estonia Finland



balticcider.com/cideries





lauku@celotajs.lv



Lauku Celotajs
@LaukuCelotajs



Lauku Celotajs / Baltic Country holidays
@LaukuCelotajs



@latviancideroute

Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

BASCIL

