
Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs

BALTIC CIDER

3rd Project Partners' Meeting

10 - 10 June 2025 | Smiltene, Latvia

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Agenda



10.06.2025.

- **11:00-13:00** / Excursion & Tasting at Murbudu Cidery (Ērgeme, Valka municipality)
- **14:00-15:00** / Arrival in Smiltene and lunch in the Park Hotel Brūzis
- **15:00-16:30** / Project partner meeting – WP3 Baltic Cider brand promotion for competitiveness (Marketing)
- **16:30-18:00** / Project partner meeting – WP2 Solution piloting
- **19:00-21:00** / Dinner at Brantu manor

11.06.2025.

- **9:00-11:30** / Project partner meeting – WP1 Solution Development (Terroir Map Concept)
- **11:45-13:00** / Project partner meeting – WP1 Solution Development (Part 2)
- **13:30-15:00** / Excursion, Tasting & Lunch at Abuls Cidery

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Baltic Cider brand logo

Logo

Primary Logo

The logo is inspired by the shape of an apple, reflecting a hand-drawn, handcrafted style that combines organic elements with a contemporary aesthetic.



Baltic Cider

WP3 Baltic Cider brand promotion for competitiveness



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Baltic Cider brand logo

Logo

Primary Logo & Slogan

The primary logo is complemented by the slogan 'Cool by Nature,' which is positioned inside a shape that follows the same aesthetic approach as the logotype. The logo and slogan can be used together, as shown in the example, or separately, as demonstrated in the following slides. This flexibility ensures consistency while allowing for versatility in usage.



Baltic Cider

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Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Baltic Cider brand logo

Logo

Primary Logo Colors

To maintain a fresh and modern feel, use the vivid accent color in combination with the other brand colors. The vibrant accent adds energy and attention, while the supporting colors keep the overall look cohesive and balanced. This combination ensures that your brand feels both dynamic and consistent, capturing attention without overwhelming the design.



WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Baltic Cider brand logo

Logo

Secondary Logo Colors

When color limitations arise, use those colors to capture the essence of the brand while being more cost-effective. The secondary colors are carefully chosen to complement the primary palette, ensuring that your brand still feels consistent and vibrant, even with fewer colors.



Baltic Cider

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Baltic Cider brand logo

BOOK A CIDER TOUR →

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

100% APPLE JUICE

Sourced from our local gardens.

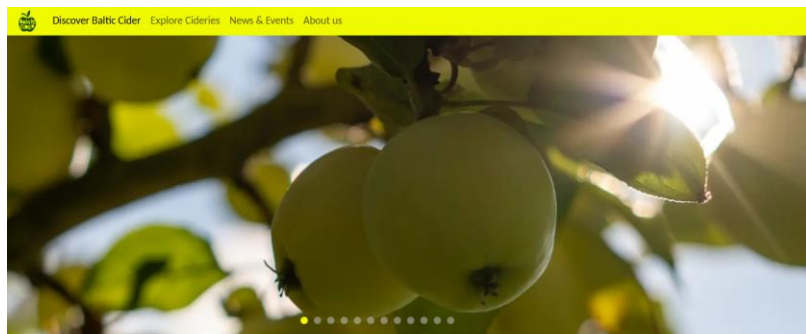
Made from 100% pure apple juice from local orchards, these ciders owe their fresh, aromatic flavors to the cooler Northern European climate.

BALTIC CIDER

WP3 Baltic Cider brand promotion for competitiveness



Baltic Cider web page - <https://balticcider.countryholidays.info>
Going to be balticcider.com



DISCOVER BALTIC CIDER

Baltic ciders are bold, New World-style ciders. Drawing inspiration from traditional cider cultures, Baltic cider makers forge their own path, crafting a unique Baltic cider style rooted in the region's terroir, distinctive apple varieties, and a spirit of innovation.



THE STORY OF BALTIC CIDER



FLAVORS AND TRADITIONS OF BALTIC CIDER



THE CIDER-MAKING PROCESS



DISCOVER THE ART OF CIDER TASTING



Discover Baltic Cider
Explore Cideries

News & Events
About us

info@balticcider.com



This site reflects the views of the author. The managing authority of the programme is not liable for how this information may be used.

- Example of cider producer profile:

<https://balticcider.countryholidays.info/en/cider>

SABILES SIDRS



Sable ciders are crafted from natural apple juice using traditional cider-making methods.

OUR STORY

The owners of Sable Cider are the Cirėnis family – Baiba and Aldis. The idea of the cidery came from both tending the family orchard near Sable, 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

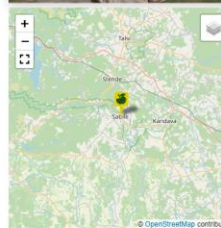
Sable's ciders are intense, yet fresh and sparkling, with or without additional flavours. Two brands of cider are produced: Sables Cider and Gardener's. There are also mulled ciders and cider cocktails available. Sable's ciders have won awards at international competitions in Spain, Germany, Norway,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

FOR VISITORS

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

WHERE TO BUY

Sable's and Gardener's ciders can be purchased at major retail chains, specialized shops, the Sables Cider House, and the Sables Cider online shop at sablesids.lv.



57 0433.22.5762

www.sablesids.lv

www.facebook.com/sables.sids

[@www.instagram.com/sables.sids](https://www.instagram.com/sables.sids)

info@sablesids.lv

+ 371 61301707, 61301701

WP3 Baltic Cider brand promotion for competitiveness

Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)



SIDRA DARĪTAVAS NOSAUKUMS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and composed it into a book of type.

de tal manera que logró hacer un libro de textos espécimen. No sólo sobrevivió 500 años, sino que también ingresó como texto de relleno en documentos electrónicos, quedando esencialmente igual al original. Fue popularizado en los 60s con la creación de las hojas "Letraset", las cuales contenían pasajes de Lorem Ipsum, y más recientemente con software de autosección, como por ejemplo Aldus PageMaker, el cual incluye versiones de Lorem Ipsum.

SIDRA NOSAUKUMS: _____

SIDRA DARĪTAVA: _____

ALKOHOLA TILPUMS (%): _____ CENA: _____ DATUMS: _____

VĒRTĒJUMS (skala 1-5): ○ ○ ○ ○ ○

SIDRA VEIDS: <input type="radio"/> Abolu sidrs <input type="radio"/> Sidrs ar papildu garšām <input type="radio"/> Perps - bumbienu sidrs <input type="radio"/> Dealkoholizēts sidrs <input type="radio"/> Karstais sidrs	KRĀSA: <input type="radio"/> Garšs <input type="radio"/> Zeltains <input type="radio"/> Dzintarains <input type="radio"/> Rozā <input type="radio"/> Sārts	GARŠA: <input type="radio"/> Salds <input type="radio"/> Stāvēns <input type="radio"/> Rūgtens <input type="radio"/> Sabalansēts
ĀBOLI: <input type="radio"/> Kultivētās šķirnes <input type="radio"/> Bioloģiski audzēti <input type="radio"/> Nierozēti šķirnes <input type="radio"/> Mežāboli / ievākti savvaļā	DZIDRUMS: <input type="radio"/> Ar nogulsniem <input type="radio"/> Nedaudz nogulsnes <input type="radio"/> Dzidrs <input type="radio"/> Īpaši dzidrs	PĒCGARŠA: <input type="radio"/> Viegla <input type="radio"/> Izteikta <input type="radio"/> Patikama <input type="radio"/> Nepatīkama <input type="radio"/> Neitrāla
GARŠAS PROFILS: <input type="radio"/> Salds <input type="radio"/> Pussalds <input type="radio"/> Pussaus <input type="radio"/> Saus	GARŠAS INTENSITĀTE: <input type="radio"/> Viegla <input type="radio"/> Vidēja <input type="radio"/> Izteikta	PIEZĪMES: _____
KARBONIZĀCIJA: <input type="radio"/> Dzirkstošs <input type="radio"/> Negāzēts <input type="radio"/> Dabīgi dzirkstošs	GARŠU NIANSES: <input type="radio"/> Āboli <input type="radio"/> Bumbieni <input type="radio"/> Plūmes <input type="radio"/> Kriši <input type="radio"/> Citrusi <input type="radio"/> Upenes <input type="radio"/> Kazeņes <input type="radio"/> Tropu augļi <input type="radio"/> Ziedi <input type="radio"/> Vaniļa <input type="radio"/> Kanālis <input type="radio"/> Krušnagliņas	<input type="radio"/> Karamele <input type="radio"/> Zemes garšas <input type="radio"/> Dūms <input type="radio"/> Rieksti <input type="radio"/> Apri <input type="radio"/> Medus <input type="radio"/> Dabiska garša / "Savvaļas" garša <input type="radio"/> Cita

Examples of Educational Visual Materials

CIDER NAME _____

MAKER _____ PRICE _____

APPLE(S) _____ ABV _____

SAMPLED _____ RATING ☆☆☆☆

STYLE <input type="checkbox"/> MODERN <input type="checkbox"/> TRADITIONAL <input type="checkbox"/> ENGLISH <input type="checkbox"/> FRENCH <input type="checkbox"/> SPANISH <input type="checkbox"/> BARRELAGED <input type="checkbox"/> FORAGED <input type="checkbox"/> FRUITED <input type="checkbox"/> ORCHARD <input type="checkbox"/> ORGANIC <input type="checkbox"/> SPICED <input type="checkbox"/> WILD FERMENT	NOTES _____ _____ _____ _____ _____
FLAVOR WHEEL 	FLAVOR WHEEL
BUBBLE METER <input type="checkbox"/> SPARKLING <input type="checkbox"/> PETILLANT <input type="checkbox"/> STILL	BUBBLE METER <input type="checkbox"/> SPARKLING <input type="checkbox"/> PETILLANT <input type="checkbox"/> STILL

Cider tasting notebook-journal, easy way to record tasting notes.

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.4. Participation in international fairs/events

Start period 3 (month 9-12) to End period 9 (month 33-36)

 **Objective:** Engage with *international cider events* to expand Baltic Cider's market presence, foster global connections, and introduce the unique Baltic Cider brand to potential export markets.

 Event	 Location	 Date
International Hall of Gala Ciders (SISGA)	Gijón, Asturias, Spain	September 2025
Nordic International Cider Awards (NICA)	Sweden	TBC
CiderCon	USA	February 2026
CiderWorld	Frankfurt, Germany	April, 2026

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

Training and Pommelier exam in Riga – August 28-29

- Led by Gabe Cook, assisted by Donatas Genys (Lithuania) and Niclass Barkāns (Latvia)
- Must have passed the Level 1 CCG to take the Certified Pommelier Exam.
- Min. size of the group – 16.
- Registration form: <https://forms.gle/WNSEYhCg3uomQCzZ7>





WP2 Solution piloting

Activity 2.1. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)



Objective: Enable *innovative cider production* by supporting SMEs in producing experimental batches that use *analysis-based apple selection* and *terroir insights* to achieve desired cider qualities and strengthen the Baltic Cider brand.

Key Activities:



Experimental Cider Production: SMEs will produce *experimental batches* using apples from their own orchards or those selected by research institutes, sharing results among participants.



Testing and Innovation: Producers will explore *new apple varieties* and fermentation methods, with data shared to evaluate quality improvements.



Brand Messaging Development: SMEs will contribute to the creation of *marketing messages* for the Baltic Cider brand, informed by analysis results and comparisons with Nordic ciders.

WP2 Solution piloting

Activity 2.1. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)



Piloting SMEs - cideries:

1. **Mr. Plūme Cidery**, SIA "Jumpravas sidrs", Vidzeme region, LV
2. **Lauskis winery**, SIA "LAUSKIS", Vidzeme region, LV
3. **Sabiles Sidrs**, SIA "Sabiles Sidrs", Kurzeme region, LV
4. **Abuls Cidery**, SIA "Urtica", Vidzeme region, LV
5. **Mūrbūdu Cider**, SIA Mūrbūdu sidra darītava, Vidzeme region, LV
6. **Abava Winery**, SIA "Abavas dārzi", Kurzeme region, LV
7. **Tālava Cider**, SIA "TĀLAVA", Vidzeme region, LV
8. **Jaanihanso Cider House**, Jaanihanso OÜ - West Estonia
9. **KODAS**, Siidrikoda OÜ - South Estonia
10. **Tori Jõesuu Siidri-** ja Veinitalu OÜ - West Estonia





WP2 Solution piloting

Activity 2.1. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

Experimental Cider Production Costs



Experimental cider production **costs can vary** for each cidery based on their specific needs.



LP1 and PP2 will make **individual subcontracts** with each participating SME regarding piloting.



SMEs can plan their piloting costs within **500 EUR**, with specific cost positions.



The amounts will be **reimbursed** to cideries based on their reports on the results achieved according to the contract.



WP2 Solution piloting

Activity 2.1. Piloting

Start period 4 (month 13-16) to End period 5 (month 17-20)

Discussion points:

1. Guiding Principles for Piloting

What guiding principles should we follow when designing the pilot cider batches?

2. Planned Innovation in Production

Please define your planned piloting / innovation in production and send us a short description of it.

WP1 Solution Development



Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)



Objective: Provide cider makers with insights on how different apple varieties impact cider flavor by conducting a detailed *chemical analysis of apple and cider samples*.

Chemical Parameters Analyzed

LatHort:

- Detailed acids and total acidity
- Phenolic acids, pH, soluble solids
- Aroma compounds



- Biogenic amines (putrescine, histamine, tyrosine) and sensory analysis

WP1 Solution Development



Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

Sample Collection Plan

Sample Type	2024	2025	2026
Soil analysis from 35 apple growing sites in Latvia and Estonia	X	X	-
20 apple juice samples from LV and EE (on average 2 varieties per producer)	X	X	-
<i>Note: 2 representative apple juice samples, including at least one for dry cider production. Dry cider made from this sample will be analyzed in 2025. Next year, the same samples will be requested, or a different decision will be made in the summer.</i>			
10 cider samples from LV and EE	-	X	X
<i>Note: Production of a dry cider from the 2024 harvest, selecting one of the two samples provided for analysis. Three bottles of this cider are required for analysis.</i>			

WP1 Solution Development



Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)


Sample Type	2024	2025	2026
35 potential apple samples from LV and EE	X	X	-
<i>Note: In 2024, cider producers and both institutes selected apple cultivars for analysis as potential cider varieties. Cultivars for the 2025 analysis will be decided in summer next year.</i>			
3 common apples for experiments	X	X	-
<i>Note: The varieties selected were 'Auksis,' 'Dabinett,' and 'Sinap Orlovskij.' In 2024, samples of these varieties, along with soil samples from various regions in Latvia and Estonia, were collected for analysis.</i>			
3 experimental ciders	-	-	X
<i>Note: Experimental cider will be produced from the 2025 harvest. Each selected apple variety is collected from one location in Latvia and one in Estonia (3 varieties total from each country).</i>			

WP1 Solution Development



Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

Sample Type	2024	2025	2026
5 cider samples from Norway market	-	-	X
<i>Note: Compare 5 typical Norwegian ciders with 5 comparable Baltic ciders (3 from Latvia and 2 from Estonia). Sample selection will take place in fall 2025, with analysis in 2026.</i>			
 TOTAL SAMPLES: 76			

Expected Outcomes

- ✓ **Help cider makers** set up experimental batches (piloting phase) based on analysis results.
- ✓ **Provide guidance** on selecting apple varieties and seedlings for future fruit garden optimization.



WP3 Baltic Cider brand promotion for competitiveness

Activity 3.1. Baltic Cider Route

Poster "How is cider made?"





**Thank you for your participation and
dedication!**

Interreg



Co-funded by
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Estonia – Latvia

