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

BALTIC CIDER

4th Project Partners' Meeting

9 September 2025 | Pärnu, Estonia

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Agenda



9.09.2025.

- **9:00-12:00 / PROJECT PARTNERS MEETING in Jaanihanso Cidery:**
 - Apple analysis (Lathort/Polli – for questions, LCTA – next steps)
 - Common 3-type apple pilot cider (Abuls Cidery)
 - Terroir map idea (Dobele)
 - Pilot cider ideas (all SMEs present)
 - Website balticcider.com (LC)
 - Baltic cider route (ERTO)
 - Belonging to Baltic Cider brand (LC/ERTO)
- **12:00-13:00 / Lunch**
- **13:00-15:00 / Site visit to Jaanihanso Cidery**

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*



EMÜ:

- *FTIR analyses (ethanol, sugars, acids)*
- *Tannins, Polyphenols, Available nitrogen,*
- *Biogenic amines (putrescine, histamine, tyrosine) and sensory analysis*

WP1 Solution Development

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Sample Collection Plan

| Sample Type | 2024 | 2025 | 2026 |
|---|------|------|------|
| 3 common apples for experiments | X | X | - |
| <i>Note: The varieties selected were 'Auksis,' 'Dabinett,' and 'Sinap Orlovskij.' In 2025, samples of these varieties, along with soil samples (if needed) from various regions in LV and EE, will be collected for analysis.</i> | | | |
| 35 potential apple samples from LV and EE | X | X | - |
| <i>Note: In 2025, cider producers and both institutes will select apple cultivars for analysis as potential cider varieties.</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. The cider will be made by Abuls Cidery.</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 |
|--|------|------|------|
| Soil analysis from 35 apple growing sites in Latvia and Estonia (if needed) | 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 2026.</i> | | | |
| 10 cider samples from LV and EE | - | X | X |
| <i>Note: Dry cider from the 2024 harvest, made from a submitted juice sample. Five 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 |
|---|------|------|------|
| 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.



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)

Samples Collection Plan – next steps for 2025:

- **3 common apples*** – should be submitted when ready;
- **Potential apples*** – should be submitted when ready;
- **Dry cider** - from 2024 harvest, five bottles are required;
- **Apple juice samples** – later on.



Cider labeling form – needs to be discussed!

*If the apples are taken from the same location as in 2024, a soil sample is not required; however, if the apples are taken from a new location, then a soil sample must be submitted.

WP1 Solution Development



Activity 1.1. Analysis of the Terroir.

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



Objective: Create a *Baltic Cider Terroir Map* to help cider makers understand the impact of terroir factors on apple quality and cider flavor.

Draft version of terroir map:

<https://docs.google.com/document/d/1oKK5PA2bcnOHHxnWB2Zzr64gbfVo7cL3/edit?pli=1>






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.

Pilot cider ideas:

1. **Mr. Plūme Cidery** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.
2. **Lauskis winery** - to create a non-alcoholic cider from autumn/winter eating apples.
3. **Sabiles Sidrs** - to use an ultrasound device to process additives.
4. **Abuls Cidery** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.



WP2 Solution piloting

Activity 2.1. Piloting

Pilot cider ideas:

5. **Mūrbūdu Cider** - to create a cider fermented in the old-fashioned way together with honey and flowers.
 6. **Herbsts** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.
 7. **Tālava Cider** - to make cider using the maceration method
 8. **Jaanihanso Cidery** – to craft cider from estate-grown organic apples, using an extended wild-yeast tank fermentation.
 9. **KODAS** – to make dry cider Snoob.
 10. **Tori Ciderfarm** – to make naturally carbonated cider in tanks, (charmat method) with residual sugar 10-20g/L, using locally grown crab apples.
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11. **Kloostrimetsa Ciderhouse** – to make an experimental patch of keeved 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)

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

How to Taste Cider – Step by Step

- 1) The Glass – Pour the cider into a clear white wine glass to better appreciate its color and aromas.
- 2) Appearance – Observe the cider's color, clarity, intensity, and the fineness of its bubbles.
- 3) Breathing – Before tasting, let the cider rest in the glass for at least one minute. Contact with air will help reveal its aromas and flavors.
- 4) Aroma – First, smell the cider without swirling the glass. Then gently swirl and inhale several times to discover different notes – fruity, floral, citrus, vanilla, caramel, smoky, grassy, and more.
- 5) Taste – Sip slowly and allow the cider to linger in your mouth, so its balance, texture, and nuances can unfold.
- 6) Aftertaste – Notice the length and character of the aftertaste that remains once you swallow.
- 7) Notes – Write down your impressions and associations – this becomes your personal cider story.

Kā degustēt sidru – soli pa solim

Glāze – ielejiet sidru caurspīdīgā baltvīna glāzē, lai labāk uztvertu krāsu un aromātus.

2. Izskats – novērtējiet sidra krāsu, dzidrību, krāsas intensitāti un burbuļu smalkumu.

3. Atelpa – pirms degustēšanas ļauj sidram vismaz minūti pastāvēt glāzē, lai saskarē ar gaisu tam atklātos aromāti un garša.

4. 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.

5. Garša – nogaršojiet mazos malkos un ļaujot sidram mazliet uzkavēties mutē, lai izceltos tā sabalansētība, tekstūra un nianšes.

6. Pēcgarša – novērtējiet pēcgaršas ilgumu un raksturu, kas paliek mutē pēc malkošanas.

7. Piezīmes – pierakstiet savas sajūtas un asociācijas – tas ir jūsu personīgais sidra stāsts.

+ VIDEO – “How to use tasting notebook and how to taste cider”

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

CiderCon:

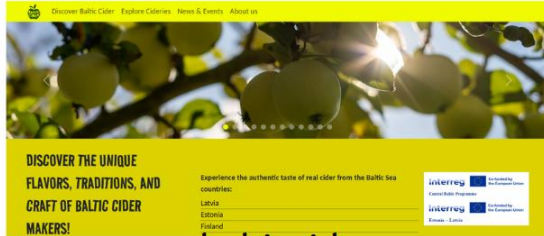
- discount for registration
- participation in tasting panel
- participation in CCP exams (\$250 for members)

<https://ciderassociation.org/cidercon2026/>

USA, Rhode Island

February 2-5, 2026

Baltic Cider Communication Channels



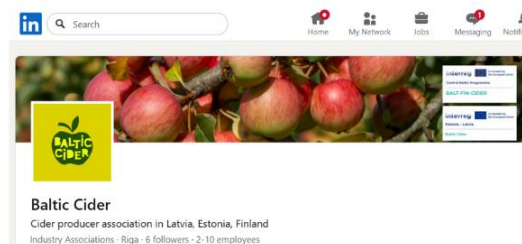
www.balticcider.com



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www.instagram.com/baltic_cider



<https://www.linkedin.com/company/baltic-cider/>

Follow and share our news/posts, and feel free to suggest content!

Next online meeting – in november to summarize the experience gained in Australia

Next face-to-face meeting – March/April, Kurzeme region, Latvia





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

Interreg



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