



Interreg
Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

BASCIL

11.06.2025., 9:00-11:00

Park Hotel Brūzis, Smiltene, Latvia / Online

Brūža iela 2, Smiltene, Smiltenes novads, LV-4729

AGENDA

- Information about the marketing strategy, developed in Bascil project and first achievements in marketing of culinary tourism product Latvian Cider route.
A.Ziemele/A.Palelione
- "Qualitative experience on the impact of terroir on cider, how to use it in story telling for visitors" - how to welcome the visitors, making the stories and info for the visitors about the cider - explaining about the reason where the apples grow and why Baltic cider is so special in the taste and variety, **Gabe Cook, Ciderologist, UK:**
 - wine terroir literature review - key components;
 - pre-existing wine terroir maps and their features;
 - examples of cider-specific research, insight or qualitative experience on the impact of terroir on cider eg NIBIO Norway, American Cider (book), Little Pomona Dabinett trials etc.;
 - understand feedback from Baltic cider maker questionnaire.

More info about the meeting:

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