

EXPORTS OF THE BALTIC AND FINNISH CRAFT CIDERS TO AUSTRALIA

Interreg



Co-funded by
the European Union

Central Baltic Programme

BALT-FIN-CIDER

**2ND PROJECT PARTNER MEETING / SEPTEMBER 8, 2025 /
PÄRNU, ESTONIA**

ASNĀTE ZIEMELE, LCTA «LAUKU CELOTAJS»



BALTIC CIDER

science project

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

01.07.2024 - 30.06.2027

Project partners:

- "Lauku ceļotājs" (Latvia)
- Estonian Rural Tourism (ERTO, Estonia)
- Institute of Horticulture (Dobele, Latvia)
- Estonian University of Life Sciences,
Institute of Agricultural and
Environmental Sciences (Polli, Estonia)

Pilot cideries:

Estonia: Kodas / Jaanihanso / Kloostrimetsa /
Tori

Latvia: Tālava / Lauskis / Herbsts / Mr. Plūme /
Abuls / Sabile / Mūrbūdu



BALT-FIN-CIDER

Export project

Exports of the Baltic and
Finnish Craft Ciders to Australia

01.05.2025 - 30.04.2028

Project partners:

- "Lauku ceļotājs" (Latvia)
- Estonian Rural Tourism (ERTO, Estonia)

Cooperation organisation in Finland: Craft
Cider association

Cideries:

Latvian, Estonian, and Finnish SMEs – craft
cider makers or entrepreneurs interested in
starting or improving the production of craft
cider made from fresh apple juice.

**18 cideries - 1) participants of ACA + 2)
participants of training webinars + 3)
participants of project meetings**

BALT-FIN-CIDER (CB0700297)



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
 - Cooperation partner in Finland: Craft Cider association
-

1st reporting period:

01.05.2025.-31.10.2025.;

10 work days to submit the partner reports.

A1.1. OPEN CALL FOR CIDER PRODUCING SMES

BALT-FIN-CIDER Open Call – Exporting Craft Cider to Australia

Interreg 

Central Baltic Programme

BALT-FIN-CIDER

07/08/2025



**OPEN CALL
BALT-FIN-CIDER
EXPORTING
CRAFT CIDER TO AUSTRALIA**

Craft cider producer in Latvia, Estonia and Finland?
Join BALT-FIN-CIDER and explore export opportunities to Australia under the united Baltic Cider brand.

Gain market insights, take part in promo events, and grow together with our cider community.

More information: [celotajs.lv](https://www.celotajs.lv)



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This is an open call for craft cider producers interested in joining the Central Baltic Programme project “Exports of the Baltic and Finnish Craft Ciders to Australia”, No. CB0700297 (BALT-FIN-CIDER), which aims to launch exports of craft ciders from Latvia, Estonia and Finland to Australia under a common Baltic Cider brand.

 Like 0

Share

 Post

<https://www.celotajs.lv/en/news/item/view/1428>

The call is open for the project duration.



BALTICCIDER.COM



STX WILD BALTIC CRAFT CIDER

TAIS

ISIS

XXXXXX

SALDS | SWEET

ĀBOLU SIDRS
AR PLŪŠKOKA ZIEDIEM
CIDER WITH ELDERFLOWER

SPIESTS | PRESSED
02/10/2021

BEZ PIEVIENOTIEM
SULFIETIEM
NO SULFITES ADDED

ŠIS SIDRS, KAS ATDZIMIS KOPĀ AR 2024. GADA PAVASARA
MAĻĀKO GAŠŪMU, PĒC TRIS KLUSUMA UN BRIEDUMA GADIEM
IR GATAVS VELDZĒT.

BORN 2021, REBORN WITH THE DELICATE BRIGHTNESS OF SPRING
SIDERS, AFTER THREE YEARS OF QUIET AGING, IT AWAKENS WITH A
BRIGHTNESS — A GENTLE FUSION OF TIME AND BLOOM.

ALK. 5,8% TILP.

DABĪGS VIETĒJAIS
ĀBOLU SIDRS

MAĻĀKS RAUGA NOGULSNES | UZGLABĀT ATDZESĒTU

RETUČAMŠ LIDZ:
PARTIJA: 3-23-34-001

SIDRS DABĪGS, SIA "Skvornis"
Izgatavots no 100% dabīgiem, ģeogrāfiski ierobežotiem
āboliem, Dabīgā, ģeogrāfiski ierobežotā, Latvijas
cilvēku izstrādātā un ražotā. | www.baltic.lv

BALTIC CIDER

4 710 71 300000



**100%
AUSTRALIAN
GROWN**

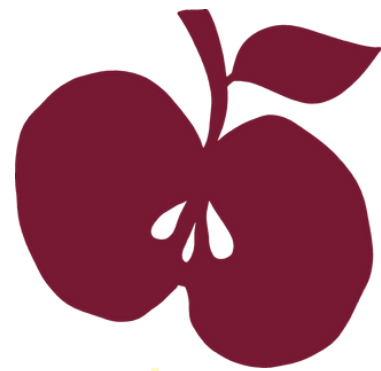
...OUR CHARACTER AND
...STYLE.

...AND CIDER PTY LTD
...ROAD, LENSWOOD
...VIC 3080
...AUSTRALIA • 5.5% ALC/VOL
...AND GLUTEN FREE • VEGAN FRIENDLY
...AMPLE.COM



A1.3. PREPARATION AND TRAINING SUPPORT TO SMES



COMPLETED

1st webinar -
August 28
(more details in the
next slide)

UPCOMING

2 webinars - TODAY

- Technical Webinar with
Sigrid Gertsen Schibbye
(Lallemant)
- Commercial Webinar with
Tom Oliver
(Oliver's Cider & Perry)

AHEAD

- Handbook for Cider
Export to Australia
(period 2);
- more online & face-to-
face trainings



INTRODUCTION TO THE AUSTRALIAN MARKET

Online webinar
August 28
10:00-12:00 (EET)



In collaboration with
Gabe Cook (UK)
One of the leading international cider experts, also known as The Ciderologist.

Key speaker
Warwick Billings
Chair of Cider Australia and Founder of LOBO Cider, a premium craft cider brand from the Adelaide Hills.



Online webinar as part of the BALT-FIN-CIDER project. Open only to Latvian, Estonian, and Finnish SMEs – craft cider makers or entrepreneurs interested in starting or improving the production of craft cider made from fresh apple juice.






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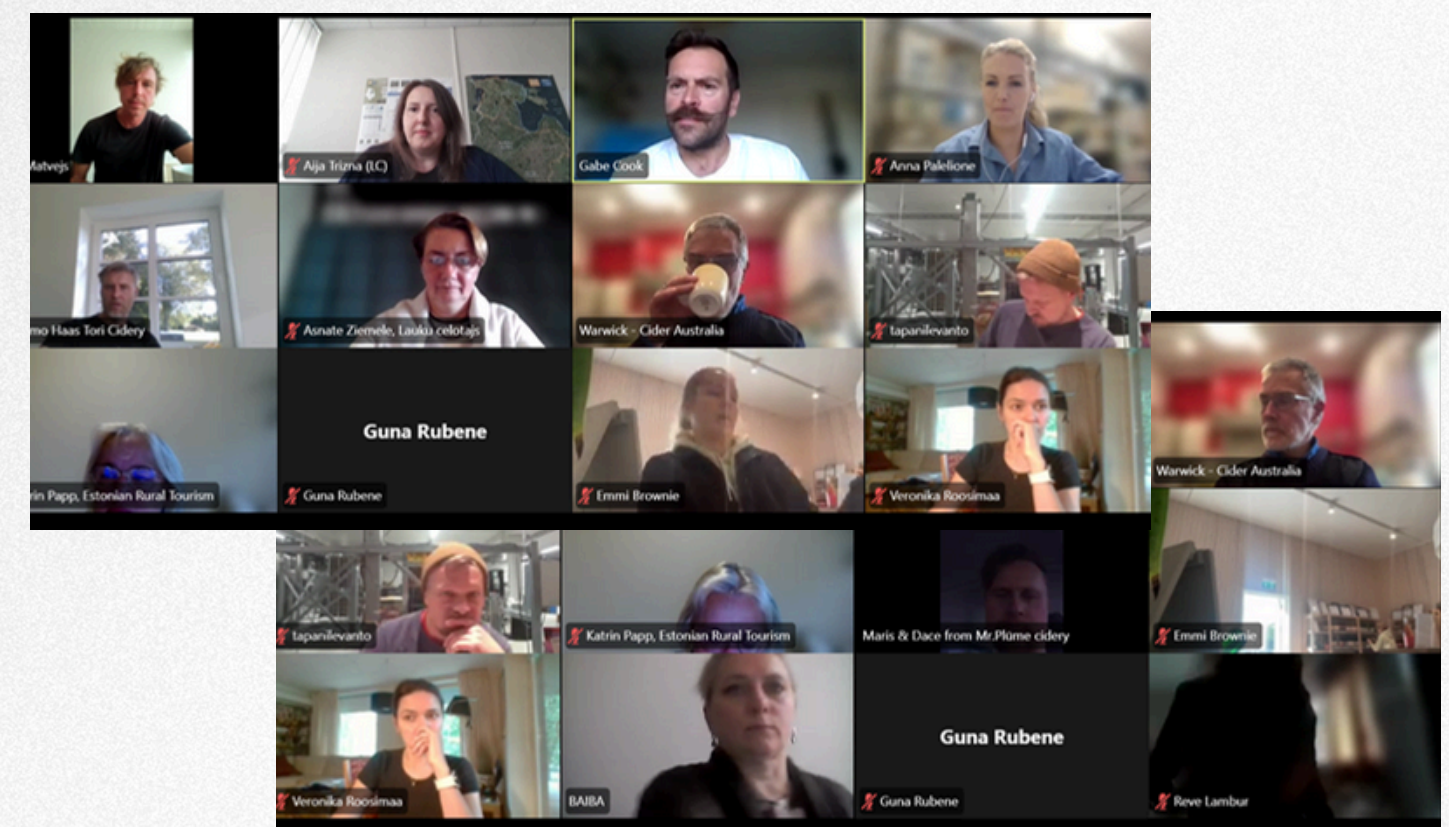
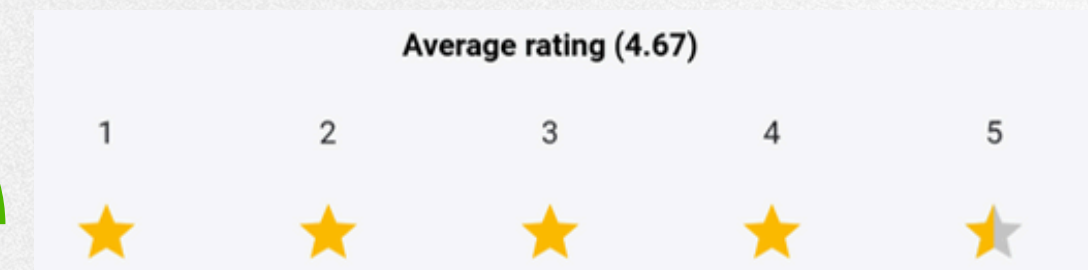
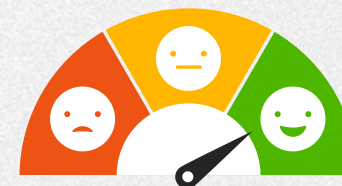
BALT-FIN-CIDER

A1.3. PREPARATION AND TRAINING SUPPORT TO SMES

Feedback & Evaluation



23 participants



Access the Webinar Recording:
<https://youtu.be/5J6Ey4I7c5M>

TECHNICAL AND COMMERCIAL WEBINARS



PLEASE SHARE YOUR FEEDBACK REGARDING TODAY'S WEBINARS:

- Technical Webinar: Gabe Cook & Sigrid Gertsen Schibbye (Lallemand)
- Commercial Webinar: Gabe Cook & Tom Oliver (Oliver's Cider & Perry)



A2.1. PROMOTION AND NETWORKING WITH THE CIDER COMMUNITY INTERNATIONALLY

Deliverable 2.1.1: ProWine in Singapore (April 21-24, 2026)

Suggested option: Walk-On Package (min. 6 sqm)



Walk on stand area in m ²	6	9	12
Information Counter (1000 mm high)	1	1	1
Round Table	-	1	1
Easy Chair	-	2	2
Tall Glass showcase	-	1	1
Bar Stool	1	1	2
Lockable store room with storage shelves m2	1	1	1
Wastepaper Basket	1	1	1
13Amp Socket	1	1	1
100W Arm Spotlight	2	2	3

Package comes with carpet and fascia with company's name



Who is interested in participating?

A2.1. PROMOTION AND NETWORKING WITH THE CIDER COMMUNITY INTERNATIONALLY - OTHER EVENTS

FOR DISCUSSION:

- ProWein in Düsseldorf (March 15-17, 2026),
- CiderCon in Rhode Island, US (February 2-5, 2026),
- The 60th Australian Latvian Arts Festival in Adelaide, AUS (December 26-31, 2025),
- Vinexpo Asia in HONG KONG (May 26-28, 2026),
- Others...?



A2.2. PROMOTION AND SALES EVENTS IN AUSTRALIA

1st visit to Australia and participation in Australian Cider Awards (ACA)
20.10-01.11.2025

+ visits to cideries, plus additional visits to retailers, bars, and restaurants to showcase our products - **TBC**

Estimated **six** sales events in Australia during the project



LATVIA • ESTONIA • FINLAND PROMOTIONAL EVENTS AUSTRALIA OCT-NOV, 2025

**MON
OCT**

20

5:00 PM



BALTIC CIDER MASTERCLASS
with The Ciderologist Gabe Cook (UK)
Melbourn - William Angliss Institute
555 La Trobe St, Melbourne VIC 3000

**FRI
OCT**

24

6:00 PM

CRAFT APPLE CIDER DEGUSTATIONS
and stories about travelling in Latvia and the Baltics
Latvian House in Melbourne
3 Dickens Street, Elwood Vic 3184e

**WED
OCT**

29

6:30 PM



CRAFT APPLE CIDER DEGUSTATIONS
Estonian House in Sydney
141 Campbell St, Surry Hills NSW 2010

**THU
OCT**

30

6:00 PM

BALTIC CIDER MASTERCLASS
with The Ciderologist Gabe Cook (UK)
Sydney - Rydges World Square Hotel
389 Pitt St, Sydney NSW 2000

**SAT
NOV**

01

1:00 PM



CRAFT APPLE CIDER DEGUSTATIONS
and stories about travelling in Latvia and the Baltics
Latvian House in Sydney
32 Parnell St, Strathfield NSW 2135

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BALT-FIN-CIDER

**COOL
BY NATURE**

MORE INFO & REGISTRATION:
info@balticcider.com
 @baltic_cider  @balticcider www.balticcider.com



IMPORTANT INFO FOR 1ST DELEGATION TO AUS



01

Bottles/cans sent by ship: ETA Oct 7 (delayed by 21 days!) + 3 - 5 days for clearance etc.

Further delays put the schedule at risk;
Extra bottles sent by plane?

02

VISA application (for free; valid for 12 months):
<https://immi.homeaffairs.gov.au/visas/getting-a-visa/visa-listing/evisitor-651>

03

Upon arrival in Australia - customs declaration.
Goods to declare - honey, wooden items, and others.
Check the list of prohibited or restricted items.

Declare everything honestly!

PARTICIPATION IN ACA



registered & entrance fee paid;



2 cider types per producer



The following quantities must be submitted (glass, cans or plastic/PET containers):

(a) Standard and Speciality classes – four (4) of each container if less than 650ml, or three (3) of each container if 650ml or larger.

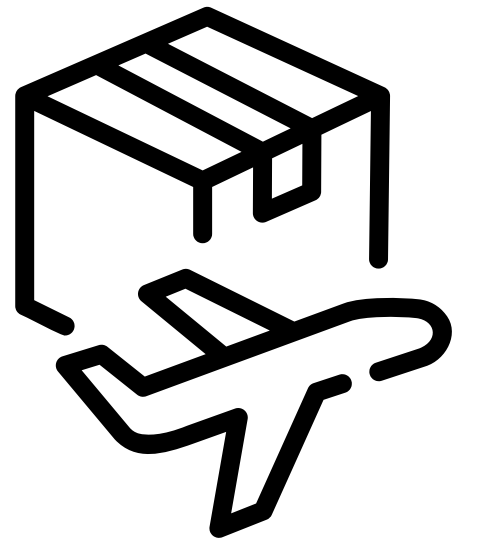
(b) Ice Cider or Perry and Pommeau – three (3) of each container if package is less than 375ml, or two (2) of each container if 375ml or larger.



CIDER DELIVERY TO ACA

-
- ✓ Bottles/ cans for ACA successfully sent to Sabile by Sept 11;
-
- ✓ Documents:
 - a) declaration for the movement of excise goods in the system (e-AD);
 - b) invoice for Sabile (for non-commercial purposes);
 - c) packing list.
-
- ✓ stickers on the bottles indicating which class each cider is in the class

All done with this?



DHL cargo plane on Sept 17

BALTIC CIDER PORTFOLIO

Latvia • Estonia • Finland –
Promotional Events Australia,
Oct 2025



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BALT-FIN-CIDER

PDF – balticcider.com/en/news

COOL BY NATURE

Crafted from fresh
orchard apple juice of
Latvia, Estonia & Finland.
Proudly promoted by the
Baltic Cider team.



balticcider.com



Interreg Co-funded by
the European Union

Central Baltic Programme

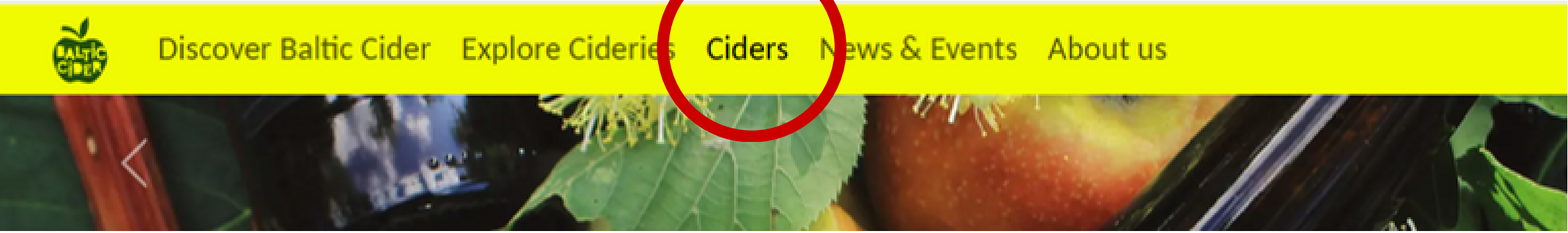


A2.3. PROMOTION AND SALES SUPPORT MATERIALS - FOR SALES EVENTS

- Info leaflets – printed ✓
- Baltic Cider Portfolio – printing in progress (Australia) ✓
- Roll-up Banner – Preparation underway



CIDER DESCRIPTIONS IN BALTICCIDER.COM



BALTIC CIDERS

List of ciders

Search by

Name	Cider type	Method	Carbonation	Sweetness	Sulphites
Search by name	All	All	All	All	All

Drop-down lists :

Cider type

All

All

Cider

Perry

Fruit Cider

Botanical Cider

Dessert Cider

Ice Cider

Method

All

Pét-Nat / Ancestral Method

Keeved Cider

Bottle-Conditioned

Traditional Method (Champagne Style)

Charmat Method

Modern Style

Cryo-extracted

Cryo-concentrated

















Sulphites

All

Contains sulphites

Sulphite-Free

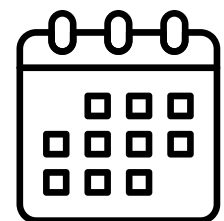
18+ & alcohol harms health
Warnings required???

BALTIC CIDERS					
List of ciders					
Search by	Cider type	Method	Carbonation	Sweetness	Sulphites
Search by name	All	All	All	All	All
 <p>SABLES SIBS SEMI-SWEET APPLE-CASSIS SPARKLING CIDER Fruit Cider, Semi-sweet, Modern Style, Sparkling, 8% ABV, Contains sulphites This semi-sweet cider features an exquisitely fresh aroma and an intense yet crisp apple flavor. Its lively character pairs beautifully with fruit and berry desserts, sweet cakes...</p>	 <p>LEPOLA DRINKS PERRY Perry, Semi-sweet, Modern Style, Sparkling, 4% ABV, Contains sulphites Lepola Perry is made with Finnish pears (90%) and is certified Real Finnish Perry. Medium sweet, light, real pear aromas, light yellow. Finnish apples (10%) are added to the perry...</p>	 <p>SABLES SIBS GARDENER'S SWEET APPLE-QUINCE SPARKLING CIDER Fruit Cider, Semi-sweet, Modern Style, Sparkling, 5.5% ABV, Contains sulphites Apples are perfectly balanced with the widely popular and flavour-rich rich quince. The quince enhances the aroma by imparting a subtle hint of its unique sour flavors. Enjoy...</p>	 <p>TORI CIDERFARM PERRY Perry, Dry, Modern Style, Sparkling, 5.9% ABV, Contains sulphites Perry is a Nordic drink fermented from real pear juice at extremely low temperatures. Naturally sweet, it is soft and buttery on the palate, complemented by the zesty acidity...</p>		
 <p>TORI CIDERFARM JAA ICE Ice Cider, Sweet, Cryo-concentrated, Still, 11% ABV, Contains sulphites Made from Tori Cider's orchard winter apples. Amber-colored, glossy, and creamy cider with a rich aroma featuring notes of overripe apples, caramel, toffee, vanilla...</p>	 <p>LEPOLA DRINKS VEGA ICE CIDER Ice Cider, Sweet, Cryo-concentrated, Still, 10% ABV, Contains sulphites This cider is inspired by the story about SS Vega, the first ship to complete a voyage through the Northeast Passage. The ship got blocked by ice for 10 months (1878-1879)...</p>	 <p>MURBUDU SIDERS CIDER "NAKED TRUTH" CIDER Fruit Cider, Semi-sweet, Modern Style, Sparkling, 5% ABV, Contains sulphites Apple cider aged for one week on fresh wild blackberries, with dry Earl Grey tea and bergamot peel added two hours before filtration and bottling. The colour is a...</p>	 <p>JAAHANSID CIDER SEC METHODE TRADITIONNELLE CIDER Cider, Semi-dry, Traditional Method (Champagne Style), Sparkling, 5.5% ABV, Contains sulphites Medium-dry apple cider made from Estonian organic apples: Liivika, Auksois, Antonovka, Talvenauding. Spontaneous primary fermentation at least 3 months with natural...</p>		
 <p>MURBUDU SIDERS CIDER "LIDUMNIKS" 2023 Cider, Dry, Modern Style, Sparkling, 8% ABV, Contains sulphites Our first single orchard vintage. A field blend of wild seedling varieties (80%) and traditional english cider apple varieties (20%), aged for several months in french and...</p>	 <p>SABLES SIBS SEMI-DRY SPARKLING APPLE CIDER Cider, Semi-dry, Modern Style, Sparkling, 8% ABV, Contains sulphites This cider offers delicate aromas and a light, slightly sweet finish. Ideal as an aperitif before a light summer meal, it pairs beautifully with salads, pasta, and goat or sheep...</p>	 <p>TORI CIDERFARM CIDER SEMI-DRY Cider, Semi-dry, Modern Style, Sparkling, 4.9% ABV, Contains sulphites A semi-dry cider made from Estonian organic apple varieties—Ritka, Cortland, Liivika, and Talvenauding—fermented with wild yeast. It offers a fruity taste with natural sweetness...</p>	 <p>MURBUDU SIDERS CIDER "SUNSET" CIDER WITH ELDERFLOWER Botanical Cider, Semi-sweet, Modern Style, Sparkling, 5% ABV, Contains sulphites The latest cider in the Murbudu range - a medium-sweet apple cider infused with elderflowers, lime peel, and cherries. Aromatic and rich in elderflower, with a...</p>		
 <p>KODAS FOLK Cider, Semi-dry, Modern Style, Sparkling, 5% ABV, Contains sulphites Medium-dry cider with a rich and layered bouquet of flavors. Its golden color and pure aroma capture the essence of true Estonian cider. The complexity of this medium-dry...</p>	 <p>TALVA CIDER APPLE CIDER WITH CHERRY & RHUBARB Fruit Cider, Semi-sweet, Modern Style, Sparkling, 4.5% ABV, Contains sulphites Naturally blushed pink - like a summer sunset in your glass. Tart rhubarb, juicy sour cherries and crisp apples come together in a fruity, refreshing mix that's anything but ordinary...</p>	 <p>KODAS SNOOB (SNOB) Cider, Dry, Modern Style, Sparkling, 5.5% ABV, Contains sulphites A modern take on a classic cider style, distinguished by its clarity, straw-yellow color, and vibrant apple aroma. Representing the best cider apple varieties of the region...</p>	 <p>MURBUDU SIDERS CIDER MEDIUM-SWEET HERITAGE APPLE CIDER Cider, Semi-sweet, Modern Style, Sparkling, 5% ABV, Contains sulphites Full bodied apple cider crafted from 100% Latvian apples with a bouquet of spring blossom and crisp apple. Semi-sweet taste with notes of fresh green apple and pear.</p>		

A2.3. PROMOTION AND SALES SUPPORT MATERIALS - NEWSLETTER

Content:

- ciders and cider makers;
- cider news;
- upcoming events;
- www.balticcider.com promotion

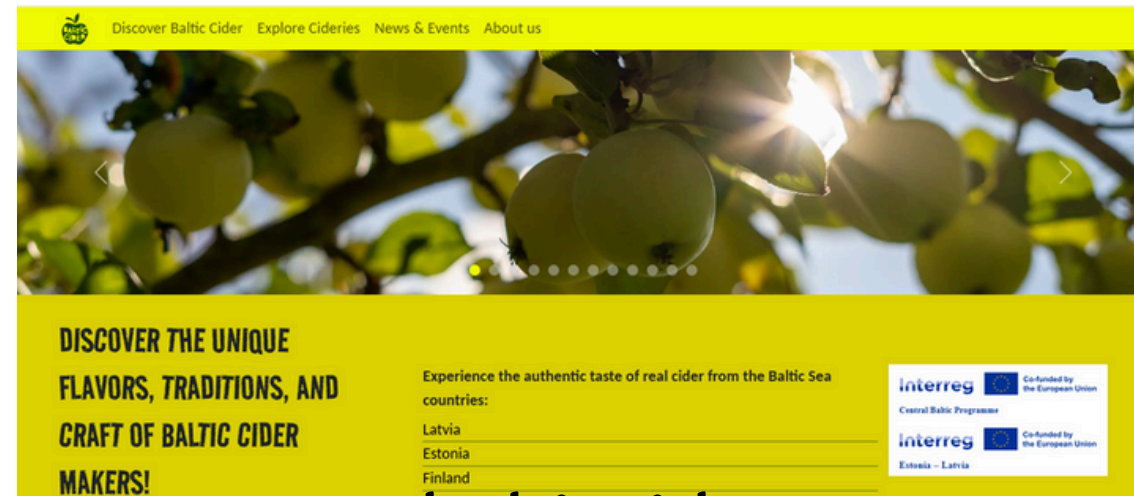


- Twice per year;
- for distribution to the trade and other relevant target audience.



coming soon...

A2.4. PROJECT COMMUNICATION TO SMES AND GENERAL PUBLIC



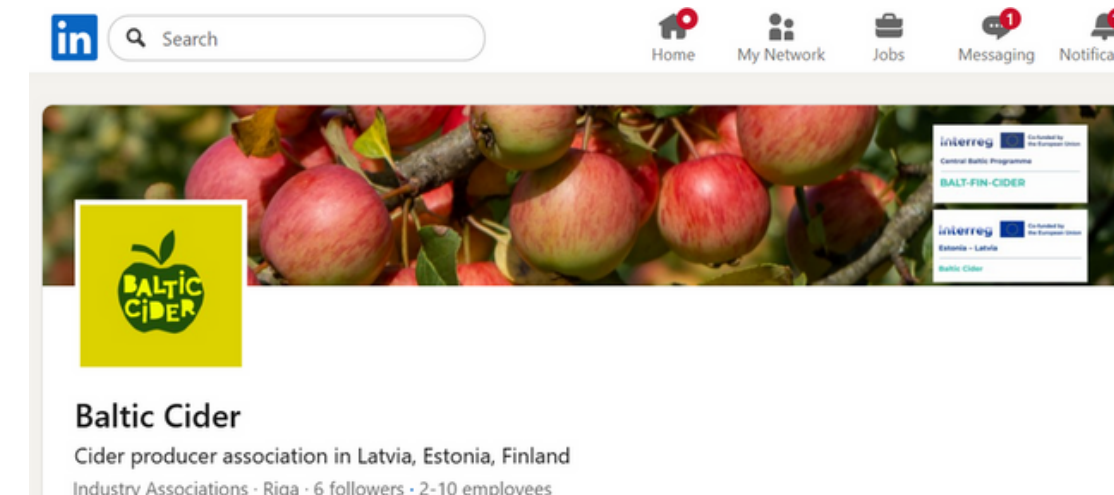
www.balticcider.com



www.facebook.com/balticcider



www.instagram.com/baltic_cider



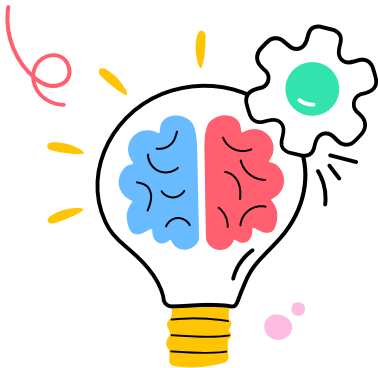
<https://www.linkedin.com/company/baltic-cider/>

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

OTHER PROPOSALS



Baltic cider WhatsApp group



Topics for the next training sessions



STEERING GROUP



Inese Širava

Deputy Director of the Export and Innovation Services Department,
Investment and Development Agency of Latvia (LIAA)



Jeff Jarvis

Director: Graduate Tourism Program Monash University
Melbourne, Australia



Kimmo Aalto

Executive Director, Lomaidun Finland

September 8, 2025 (today) - 1st Steering group meeting

PROJECT PARTNER MEETING

Meetings:

- Kick off meeting June 12 (Rīga) - Latvian Country Tourism Association "Lauku ceļotājs";
- 2nd partner meeting September 8 (Pärnu) - NGO Estonian Rural Tourism

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

